Co-organisers: HKU BUSINESS SCHOOL 港大經管學院 accenture

Case Partner: Ocean Park Hong Kong

HKU-ACCENTURE
Business Consulting Programme
2026-27

Information Session
October 28, 2026

HKU-ACCENTURE
BUSINESS
CONSULTING
PROGRAMME
2026-27

Welcome Speech

by Mr. Beau Lefler
Assistant Dean (Undergraduate Enrichment)

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Case Partner: Ocean Park Hong Kong

Information Session

In this session, we will share with you:

- what benefits you can gain from this valuable learning opportunity
- the tips on how to get into the Programme



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Our Collaboration

- Since 2016, Accenture and HKU Business School have collaborated to organise this unique and practical Programme.
- We hope that our students will be able to equip with industry knowledge, exposure, and essential consulting skills from this programme.
- This year, we partner with Ocean Park Corporation to introduce a real-life business case into the programme.

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Programme Highlights

- 4 evening classes conducted by Accenture senior executives on topics related to consulting, design thinking, storyboarding, and executive presentation.
- Receive instant feedback and advice during coaching session.
- Work in teams and apply the skills in the case competition.

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Programme Highlights

- Receiving a certificate of achievement, and attending a lunch celebration upon successful completion of the Programme

- Possible internship opportunity at Accenture for selected students
  ****subject to the final decision of HR Department ****

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- Don’t miss this valuable chance of learning!
- All **year 2 or above** Business School students are welcome to apply.

Application Period

- Now to November 8, 2026 (Sun)
- More details about the application will be shared in today’s session



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Mr. Luca Fong

Managing Director, Accenture Song

- 20+ years of consulting experience
- Working with leading multinational companies in North America, Europe, and Asia Pacific
- Specialise in sustainability, ESG, strategy & integration, customer experience, and digital transformations



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Introduction of Accenture and the Programme

by Mr. Luca Fong
Managing Director, Accenture Song

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About Accenture

Worldwide
814,000 employees

Servicing
9000+ clients

Service in
120+ countries

Covering
40+ industries

on Fortune Global 500 list for 22 consecutive years

We combine business and industry insights with pioneering technologies to help businesses drive growth.

The leading enterprise cloud provider worldwide

A global leader in generative AI

A world leader in customer experiences

Industry leading supply chain services provider

A global pioneer in sustainability services

Geographic Markets

- Americas
- EMEA
- Asia Pacific

Industry Groups

- Communications, Media & Technology
- Financial Services
- Health & Public Service
- Products
- Resources

Reinvention Partners

- Cybersecurity
- Digital Core
- Finance
- Industry & Enterprise
- Song
- Supply Chain & Engineering
- Talent

Reinvention Engines

- AI and Data
- Industry and Process
- Technology

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Our Case Partner: Ocean Park

Conservation leader | Education innovator | Ecosystem builder

- Focus on Conservation, Education and Sustainable Tourism
- Connects schools, NGOs, researchers, corporates, government and local communities

Wildlife Conservation



100+
Animal Species under Care

Education Programmes



700+
Schools Engaged

Strategic Partnership



100+
Ecosystem Partners

Community Ecosystem Development



5M+
Annual Visitors

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What’s In It For You?

Master the Consultant’s Mindset, Build Core Skills, and Solve a Real-World Business Challenge

Kick off ceremony to meet leaders from Ocean Park and Accenture



Company visit to learn the *behind-the-scenes* of Ocean Park



Coaching sessions with Accenture coaches



4 Master Classes conducted by Accenture Senior Representatives



Case Presentation with feedback from Ocean Park and Accenture leadership



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Our Team Today



Luca Fong
Managing Director,
Accenture Song



Joyce Wu
Manager,
Accenture
Industry & Enterprise



Beatrice Lam
Consultant,
Accenture
Industry & Enterprise



Rachel To
Analyst,
Accenture Song

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HKU-ACCENTURE
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Application Details

by Ms. Cannis Mak
Programme Manager

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BUSINESS
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Programme Schedule

January to February 2027

Event	Date
Inauguration Ceremony & Ice-breaking Activity	Jan 18, 2027 (Mon)
2-hour Evening Classes (7:00-9:00pm)	Jan 20, Jan 27, Feb 3, and Feb 17, 2027 (Wed)
Weekly Coaching Sessions by Accenture	To be confirmed with respective coaches
Company Visit/Industry Talk by Case Partner	Week of Jan 25, 2027
Case Competition and Closing Ceremony	February 27, 2027 (Sat)

(Subject to changes)

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Online Application

HKU-ACCENTURE
BUSINESS
CONSULTING
PROGRAMME
2026-27

Eligibility

Year 2 or above HKU Business School UG students

Application Deadline

11:59 p.m., November 8, 2026

*(Late application will **NOT** be considered)*

Programme Website
https://ug.hkubs.hku.hk/hku-accenture-bcp

Application Method

1) Personal particulars; and
2) Answering 4 questions with 100 – 120 words per question:
   - *Why do you want to join this programme? What do you hope to gain from participating in this programme?*
   - *If you are being shortlisted, what role(s) do you believe you can play in the programme for current year and/or potential future years?*
   - *In your opinion, what knowledge, skills and personal attributes a business consultant should demonstrate?*
   - *How do you manage your time in order to actively engage and contribute in the programme?*

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Commitment and Expectations

Selected student participants are required to pay a **refundable deposit of HK$2,000** upon acceptance of offer.

For deposit refund, students are expected to:

a) attend the **Inauguration Ceremony,** and **Closing Ceremony cum Lunch Celebration**

b) attend **all Classes AND Coaching Sessions** (4 x 2-hour classes + weekly coaching sessions)

c) participate in the **Case Competition** and **mid-programme evaluation**

d) be **prepared** before attending classes and coaching sessions

e) be **proactive** to learn during the whole Programme



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Recognition to Students

- Certificate of Achievement for all participants
- Trophy and Prize for Champion Team and Best Presenter
- Possible internship opportunities at Accenture for selected students



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Networking Session

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HKU-ACCENTURE BUSINESS CONSULTING PROGRAMME 2026-27

Representatives from Accenture

- **Mr. Luca Fong**
  Managing Director, Accenture Song
- **Ms. Joyce Wu**
  Manager, Industry & Enterprise, Accenture
- **Ms. Beatrice Lam**
  Consultant, Industry & Enterprise, Accenture
- **Ms. Rachel To**
  Analyst, Accenture Song

Participants of 2025-26 Programme

- **Mr. Adrian Lo, BSc(QFin), Year 3**
  Team Leader of “Apex Advisory”
- **Mr. Marcus Fung, BBA(Law)&LLB, Year 5**
  Team Member of “Apex Advisory”
- **Miss Cici Wang, BEcon&Fin, Year 3**
  Team Member of “Apex Advisory”

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Thank you!

For enquiry, please contact:

Ms. Cannis Mak
Programme Manager
fbe.ugenrichment@hku.hk

Programme Website
https://ug.hkubs.hku.hk/hku-accenture-bcp



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