

The Accounting and Business Management Case Competition 2014–2015 Results announcement for the Tertiary Institute Group



In this, its 13th year, the Competition received a total of 193 entries from 20 tertiary institutions.

This annual event gives students the opportunity to apply the knowledge in the areas of accounting and business that they have gleaned from textbooks to the real commercial world. The competition also enhances students' soft skills, such as analytical skills, time management, presentation skills, creativity and team building, which students must employ throughout the competition in order to win a prize.

Luk Fook Holdings (International) Limited was selected as the company for this year's case study. Participating teams, each comprising three to four members, were required to submit a written business proposal to analyze Lukfook's business performance and to give recommendations on strategies to sustain the company's growth. Based on the business proposals received, the reviewers shortlisted, through a blind review, the best six teams to enter the final round of the Competition – the oral presentation which was held on 11 April 2015 – to compete for the Championship.

For the oral presentation, each team was given 15 minutes to present their business proposal before the judging panel, followed by a 5-minute Q&A session in which the team responded to judges' queries. Finally, after a difficult decision, the results of this year's competition were announced:

Prizes	Institutions	Team Members
Champion	Li Ka Shing Institute of Professional and Continuing Education, The Open University of Hong Kong	Cheng Yan Ming * Ho Chak Fan Kwok Ka Hei Yeung Yeung
1 st Runner-up	Hong Kong Institute of Vocational Education (Morrison Hill)	Choy Tsz Leung, Sidney* Chan Siu Bong Li Yat Long So Kin Sing
2 nd Runner-up	Hong Kong Institute of Vocational Education (Kwun Tong)	Mok Ka Man * Liang Nim Yan Pang Hoi Ling Tam Ka Yuen
Merit Team	Hong Kong Institute of Vocational Education (Kwun Tong)	Wong Tai Yau * Li Wing Kit Wong Lai Chak Yu Hung Tak
Merit Team	Hong Kong Institute of Vocational Education (Kwun Tong)	Sin Kit Yee * Poon Man Kwan So Yee Ting Yeung Pui Yan
Merit Team	Li Ka Shing Institute of Professional and Continuing Education, The Open University of Hong Kong	Tam Roger Kwong Yuen * Lam Chi Lok Li Wing Hong Tang Kam Cheung

**Team leader*

The Champion team for this year's competition will be offered an internship opportunity at Lukfook, while the winners of all of the top three prizes will have an opportunity to visit the company to gain a better understanding of its operations. Moreover, the winners will be able to take part in the "Young Reporters – Meeting the Professionals" programme, which will give them the chance to meet and interact with an experienced CPA in the field and then to write an article sharing their experiences. These series of activities provide winners with opportunities to enrich their real-world experience and broaden their knowledge.

The HKIAAT wishes to express its sincere gratitude to Luk Fook Holdings (International) Limited for kindly rendering the support for this year's competition that made it a great success.

The competition and prize award ceremony photos are now available at our gallery:
http://photo.hkicpa.org.hk/gallery/AKC-AW_2014-15



The finalist teams demonstrate their creativity by integrating plays into their presentations.



A trophy of appreciation was presented to Dr. Kathy Chan, Chief Financial Officer and Company Secretary of Luk Fook Holdings (International) Limited, in recognition of the company's tremendous support given for the event.



Mr. Thomas Wong, President of HKIAAT, presents the award to the Champion team from Li Ka Shing Institute of Professional and Continuing Education, The Open University of Hong Kong.



Dr. Chan Cheuk Hay, Vice-President of HKIAAT, presents the 1st Runner-up and 2nd Runner-up awards to Hong Kong Institute of Vocational Education (Morrison Hill) (*left*) and Hong Kong Institute of Vocational Education (Kwun Tong) (*right*) respectively.



The Best Presenter, Yeung Yeung, from Li Ka Shing Institute of Professional and Continuing Education, The Open University of Hong Kong.



The team with the Best Business Proposal, from Hong Kong Institute of Vocational Education (Kwun Tong).