

The ACCA logo is a red square with the word "ACCA" in white, bold, sans-serif capital letters.

Think Ahead

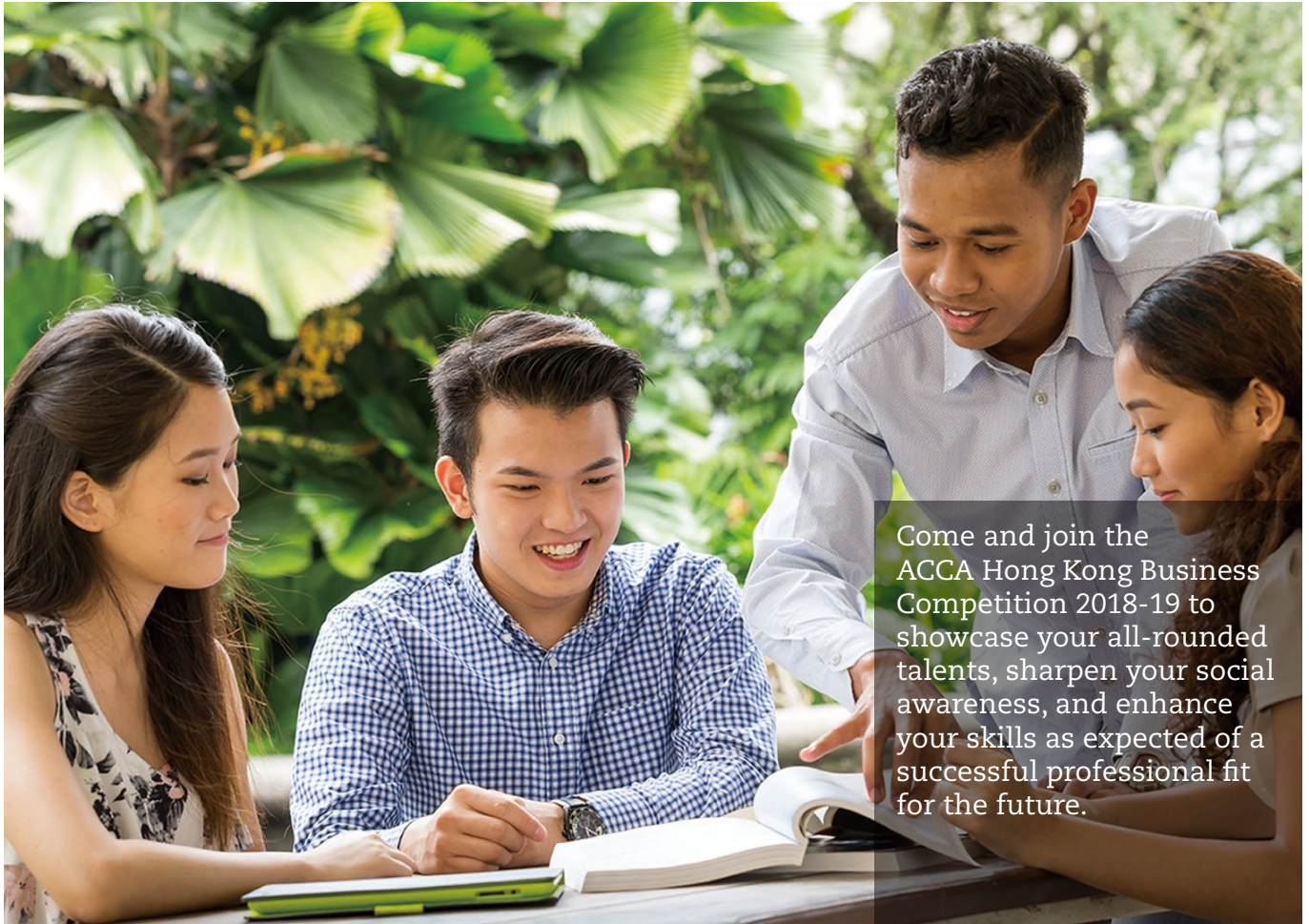
ACCA Hong Kong
Business Competition 2018-19

Professional and Social Conscious Leaders for our Shared Future



www.accaglobal.com/hk/bizcomp

Key Dates



Come and join the ACCA Hong Kong Business Competition 2018-19 to showcase your all-rounded talents, sharpen your social awareness, and enhance your skills as expected of a successful professional fit for the future.

Briefing Session:
Saturday
29 September 2018

**Get a huge head start
on the competition with
winning tips!**

**Online Application
Deadline:**
Tuesday
9 October 2018
4.00pm

**Professional
Skills Workshop
& Coach Meeting
cum 'Dialogue
with Employers'
Challenge:**
Saturday,
1 December 2018

**Final
Competition:**
Saturday
26 January 2019

Mark your calendar for these key dates as your presence is critical!

Highlights

Being the most forward-thinking professional accountancy body, ACCA is responding to employers' needs and is taking a giant step forward in shaping the future of the profession. The recent innovations introduced to ACCA Qualification are geared in developing strategic business leaders with strong technical and all-rounded professional skills.

To encourage students to equip themselves with a blend of skills and qualities required for the future world, the Seven Professional Quotients 7Qs (for details, refer to <https://bit.ly/ACCA-7Quotients>) will continue to be used to evaluate the business proposals and students' performance.



Technical and ethical (TEQ)

The skills and abilities to perform activities to a defined standard, while maintaining the highest standards of integrity, independence and scepticism.



Emotional intelligence (EQ)

The ability to identify your own emotions and those of others, harness and apply them to tasks, and regulate and manage them.



Intelligence (IQ)

The skills and abilities to perform activities to a defined standard, while maintaining the highest standards of integrity, independence and scepticism.



Vision (VQ)

The ability to anticipate future trends accurately by extrapolating existing trends and facts, and filling the gaps by thinking innovatively.



Creative (CQ)

The ability to use existing knowledge in a new situation, to make connections, explore potential outcomes and generate new ideas.



Experience (XQ)

The ability and skills to understand customer expectations, to meet desired outcomes and to create value.



Digital (DQ)

The awareness and application of existing and emerging digital technologies, capabilities, practices, strategies and culture.

On top of that, Top 20 Teams would have an opportunity to challenge themselves in form of a direct dialogue with senior representatives from our Employer Partners to demonstrate their professional skills in competing for a new award '**Future Leaders in the Eyes of Employers**'.

Eligibility for Entry

The competition is open to **full-time students in the accountancy and business-related disciplines (Degree and Sub-Degree) from local institutions**. Each team shall consist of 3 to 4 students from the same institution.

Benefits

Opportunity to learn from elites and experienced industry professionals

The Top 20 Teams will be invited to attend workshops enhancing their full spectrum of Professional Quotients. Each team will be randomly assigned an ACCA-qualified member as coach who will offer professional advices and share their depth of experiences. The coaching opportunity will create an exceptional learning experience and benefit the students during the Competition and in the long-run.

Realising your business idea in real case analysis

Contesting teams will get real world experience by analysing one or more areas of existing social enterprises case studies. By acting as the General Manager heading various social enterprises, you would have the opportunity to gain first-hand insights and present your visionary plans and ideas in front of the managing team of the renowned social enterprises.

Gain recognition to enrich your CV

Participants who have submitted business proposals will each be awarded a Participating Certificate from ACCA Hong Kong. Among all contesting teams, 20 teams will be shortlisted, of which 12 teams shall be awarded with Judges Commendation, while the Top 8 Finalist Teams will advance to the Final Competition to compete for the championship.

Recognition and Awards

Awards	Prizes	Reflection on Seven Professional Quotients / Professional Skills
Champion *	Trophy, cash prize of HK\$10,000	Vision (VQ), Intelligence (IQ), Technical & Ethical Competencies (TEQ)
1st Runner-up *	Trophy, cash prize of HK\$6,000	
2nd Runner-up *	Trophy, cash prize of HK\$4,000	
Merits Award	Cash prize of HK\$1,000 each for other 5 Finalist Teams	
Best Proposal	Cash prize of HK\$1,000	Vision (VQ)
Best Budgeting	Cash prize of HK\$1,000	Technical (TQ)
Creative Excellence Award	Cash prize of HK\$1,000	Creative (CQ)
Digital Excellence Award	Cash prize of HK\$1,000	Digital (DQ)
Team Excellence Award	Cash prize of HK\$1,000	Emotional Intelligence (EQ)
Research Excellence Award	Cash prize of HK\$1,000	Experience (XQ)
Future Leaders in the Eyes of Employers New Award	Cash prize of HK\$1,000 plus an exclusive Job Shadowing opportunity	Communication, Commercial Acumen, Skepticism, Analysis, Evaluation
Best Presenter	Cash prize of HK\$1,000	
My Favourite Team	Special Gift	

* Full Sponsorship of ACCA Qualification Initial Registration Fee and ACCA Annual Subscription Fee (for one year) will be awarded to each member of the Champion, 1st and 2nd Runner-up teams.

- ACCA Hong Kong reserves the right of final decision and interpretation in the case of any dispute.
- Any personal data relating to the entrants will be used for the purpose of the Competition and other ACCA-related events and promotions and will not be disclosed to a third party without the individual's prior consent.
- You are required to supply the data in order to process your enrolment. You have rights of access and correction with respect to your personal data. If you wish to exercise these rights with respect to your personal data held by us, please contact the ACCA Hong Kong office.

Competition Schedule

1 Briefing Session

All team members are encouraged to attend the briefing session to get the first-hand information from the management team of the social enterprises. The key elements and importance of the Seven Professional Quotients for Success and Professional Skills relating to various awards would also be illustrated.

📅 Saturday, 29 September 2018

🕒 3.30pm – 5.30pm

📍 The Life Auditorium, St Andrew's Life Centre, St Andrew's Church, 138 Nathan Road, Tsim Sha Tsui, Kowloon

2 Online Application

Deadline for submission: Tuesday, 9 October 2018 (no later than 4.00pm)

Late submission will not be accepted.

3 Submission of Brief Business Proposal (All contesting teams)

Deadline for submission: Tuesday, 30 October 2018 (no later than 4.00pm)

All contesting teams are required to submit a brief business proposal on the case study of their chosen area(s) of social enterprise(s) with no more than **8 A4-sized pages** (including optional appendixes and references) in hard copy to ACCA Hong Kong office. The proposal should be written in English, Arial font type and in font size 12.

Late submissions will not be accepted. Contesting teams will not be allowed to alter their chosen area(s) of social enterprise after brief business proposal submission.

4 Professional Skills Workshop & Meetings with Coaches cum 'Dialogue with Employers' Challenge* (Top 20 Teams)

📅 Saturday, 1 December 2018

🕒 2.30pm – 5.30pm

📍 Room 201, Hong Kong Management Association, Pico Tower, 66 Gloucester Road, Wanchai, Hong Kong

** More details on the Challenge will be announced to Top 20 Teams at a later stage*

5 Submission of Final Business Proposal (Top 20 Teams)

Deadline for submission: Tuesday, 8 January 2019 (no later than 4.00pm)

The Top 20 Teams are required to submit a detailed final business proposal with **no more than 12 A4-sized pages** (including optional appendixes and references) in hard copy to ACCA Hong Kong office. The proposal should be written in English, Arial font type and in font size 12.

Late submission will not be accepted.

6 Submission of Final PowerPoint Presentation (8 Finalist Teams)

Deadline for submission: Wednesday, 23 January 2019 (no later than 4.00pm)

The 8 Finalist Teams are required to submit their final business proposal in English and in PowerPoint format with **no more than 20 slides** (including optional appendixes and references). All teams are required to send 2 hard copies (printed on two-sided A4-sized papers with 2 slides on each side, in full colours or black and white), and a soft copy in a USB drive to ACCA Hong Kong office.

Marks will be deducted for late submissions. The PowerPoint Presentation will be treated as the final version and cannot be modified at the Final Competition.

APPLICATION DEADLINE:

Tuesday, 9 October 2018 (4.00pm)

Application:

Please visit our website for more information and complete the online application at www.accaglobal.com/hk/bizcomp

Enquiry:

Please email to hkstudents@accaglobal.com

7 Final Competition

At the Final Competition, the 8 Finalist Teams are required to present their proposals to a panel of judges **in English**. Open audience will be invited.

📅 Saturday, 26 January 2019

🕒 9.00am – 2.00pm

📍 The Ballroom, Level 7, Cordis Hotel, 555 Shanghai Street, Mongkok, Kowloon

Case Question

Professional and Social Conscious Leaders for our Shared Future

Real Case Analysis

Unlike non-profit making or charitable organisations, social enterprise (SE) is the formula for a win-win future, combining entrepreneurship with a goodwill mentality. These are businesses that develop, self-sustain and implement solutions to social issues, with the potential to transform markets for social benefit. This year, ACCA Hong Kong Business Competition 2018-19 is supported by New Life Psychiatric Rehabilitation Association.

About New Life Psychiatric Rehabilitation Association

New Life Psychiatric Rehabilitation Association (NLPRA) is a non-governmental organisation (NGO) in Hong Kong specialising in mental health service. People in recovery of mental illness (PIR) face many challenges in employment and living in the community after they are discharged from hospital. Therefore, in 1994, the organisation established its first simulated business, a market stall in a public housing estate selling vegetables, to train PIR with the ultimate goal of community integration. Over the next 24 years, this simulated business model has been evolved into work-integration social enterprise (WISE) and now NLPRA has 21 WISE in diversified business areas. Since 2011, NLPRA has created the new SE brand names using '330' to represent and incorporate the theme of 'health of body, mind and spirit' (身心靈健康).


The following four areas of social enterprises are selected for real case analysis:

Catering

NLPRA runs four branches of **cafe330** that promotes healthy lifestyle through using organic ingredients and featuring comfort food, low-carbon eating, vegetarian choices and fairtrade products.

Most of the food are produced or prepared in its another SE called **Delight Kitchen**, a licensed food factory accredited with ISO 22000.

The kitchen also supports **deli330** which is an SE providing party food and outside catering service.

 <https://bit.ly/2nnDza4>

Key challenges:




Lack of opportunities to scale up cafe330 due to high rent of commercial premises




The huge operating expenses of Delight Kitchen causes deficit


Retail & Direct Sales


farmfresh330 is the healthy living specialty shop selling organic veggies from New Life Farm, self-brand products such as organic soymilk, local and imported healthy food, and eco-friendly products. There are two physical outlets in MTR stations and one online store branded as **eshop330**.

 <https://bit.ly/2MuhKAt>

 [eshop330.hk](https://www.facebook.com/eshop330)

NLPRA also runs another brand called **rwb330 (紅白藍 330)** that is a crossover partnership with a renowned local designer, Stanley Wong (又一山人) to promote the idea of positive Hong Kong through products made of classic red-white-blue material. It sells handicrafts and souvenirs produced by PIR through their own online store and other consignment outlets such as Hong Kong Tourism Board, Design Gallery, etc.

 <https://bit.ly/2vuMrzc>

 [rwb330](https://www.facebook.com/rwb330)

Key challenges:




Lack of opportunities to scale up farmfresh330 due to high rent of commercial premises



Lack of expertise and resources for online stores

Ecotourism

ecotour330 is the first social enterprise which offers nature-based tours in Hong Kong. The 4-hectare farmland has different themed educational zones and lookout areas, including Exhibition Gallery, Organic Herbs Garden, Farming Zone, Butterfly Garden, Chinese Herbs Garden and so on. Guided by our PIR, customers could enjoy a relaxing moment from the hustle and bustle of city life and learn more about ecological protection through diversified activities and workshops in the farm.

 <https://bit.ly/2noVxsH>


Key challenges:



Need to build a business model with stable revenue (Sales fluctuation due to weather constraint)

Promotion of wellbeing

Launched in 2014, **newlife330** is a new initiative of NLPRA promoting the use of mindfulness in daily lives for enhancing wellbeing. It offers a mobile app and website on mindfulness exercises, interest-based mindfulness activities, 330 ambassador programs, workshops for schools & corporations with an aim to raise awareness on wellbeing and self-care.

 <https://bit.ly/2KHIZqF>

Key challenges:



Lack of a sustainable business model (it is now running as a public education initiative supported by short-term funding)

Contesting team has to develop a visionary proposal with workable solutions and action plans to optimise the business and operations.



✓ Catering



✓ Retail & Direct Sales



✓ Ecotourism



✓ Promotion of wellbeing

Contesting teams are free to select **a minimum of one area** as above, to **a maximum of all four areas**. The proposal should include strategies maximising the business impacts of the particular selected area(s) or relate and integrate across different areas.

Your proposal should include the following:

Indication of the area/areas of social enterprise(s) your team has chosen

Researches on awareness and social needs in the society

A business model enhancing the social mission with long-term sustainability

Innovative approach to optimise operation and efficiency of the social enterprise(s)

Sensible budgeting plan to improve financial performance with potential risks identified

Strategies to strengthen the technological aspects in business operations

*The case question and the evaluation criteria are designed solely for the purpose of ACCA Hong Kong Business Competition 2018-19.



About Social Enterprise Business Centre (SEBC)

Jointly funded by the Hong Kong Bank Foundation and the Social Welfare Department's Partnership Fund for the Disadvantaged, the Hong Kong Council of Social Service established Social Enterprise Business Centre in 2008, to advance social entrepreneurship and mobilise social innovation (www.socialenterprise.org.hk).

About ACCA

ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants. It offers business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management.

ACCA supports its **208,000** members and **503,000** students in **179** countries, helping them to develop successful careers in accounting and business, with the skills required by employers. ACCA works through a network of **104** offices and centres and more than **7,300** Approved Employers worldwide, who provide high standards of employee learning and development. Through its public interest remit, ACCA promotes appropriate regulation of accounting and conduct relevant research to ensure accountancy continues to grow in reputation and influence.

As the first global accountancy body entering into China, ACCA now has **25,000** members and **108,000** students, with **11** offices in Beijing, Changsha, Shanghai, Chengdu, Guangzhou, Shenzhen, Shenyang, Qingdao, Wuhan, Hong Kong SAR, and Macau SAR.

Founded in 1904, ACCA has consistently held unique core values: **opportunity, diversity, innovation, integrity and accountability**. It believes that accounting professionals bring value to economies in all stages of development and seek to develop capacity in the profession and encourage the adoption of global standards. ACCA's core values are aligned to the needs of employers in all sectors and it ensures that through its range of qualifications, it prepares accountants for business. ACCA seeks to open up the profession to people of all backgrounds and remove artificial barriers, innovating its qualifications and delivery to meet the diverse needs of trainee professionals and their employers.

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