

Undergraduate Team wins two awards in Singapore Case Competition

A team of HKUST undergraduate students won the First Runner-Up Award and the Best Speaker Award in the APEX Business-IT Global Case Challenge held in Singapore in early May 2014. It was the only team that received two awards in the competition.

The annual international Business-IT case competition was a 5-day competition organized by Singapore Management University. The case was about proposing both business and IT solutions to Green Freight Asia, a non-profit organization established by a consortium of 26 companies including DHL, UPS, Lenovo, and IKEA, of which key objective is to help lower fuel consumption and reduce CO₂ emission across the entire supply chain in Asia-Pacific. Of the 22 participating universities, teams from Hong Kong and Singapore came out strong this year despite the strong challenges from traditionally strong North American teams including University of British Columbia, University of Minnesota, and Simon Fraser University. While the HKUST team gained two awards with its outstanding performance, Singapore Management University won the championship and the University of Hong Kong was the Second Runner-Up.

The HKUST award-winning team included two Global Business students, Hogan Wai and Teresa Lam (winner of the Best Speaker Award), and one Information Systems student Vivien Chong, all of whom are in their final year. The team coach was Professor Yongsuk Kim from ISOM.



(From left) Prof. Yongsuk Kim, Miss Teresa Lam, Mr. Hogan Wai, Miss Vivien Chong

