

CGMA Global Business Challenge 2021

CGMA Global Business Challenge (GBC), initiated by The Chartered Institute of Management Accountants (CIMA), is an international business competition designed to bring out the best in the young business leaders of tomorrow. This is a great opportunity for students around the world to showcase their talent in business management. Since 2009, the competition has attracted numerous countries and regions, including Britain, Ireland, Sri Lanka, India, Mainland China, Philippines, Malaysia, Pakistan, Poland, Singapore, Middle East, Russia, Vietnam, Bangladesh, South Africa, Ghana, United Arab Emirates, Australia, Hong Kong, Macau, Mongolia, Japan and Taiwan, etc. Based on the principle of fairness, justice and openness and following the concept of developing future business leaders, the competition selects excellent student teams with outstanding business potential and proficiency in finance, marketing and management.

The participants are required to register in a team of four, submit the analysis reports of specific case within a given time. The competition adopts the actual case scenario under the CIMA professional qualification. By focusing on the capabilities of solving practical problems with business knowledge, it reflects the combination of theoretical knowledge and practical application. Due to COVID-19 pandemic, the GBC 2021 will change to online presentation.





Registration (Hong Kong, Japan, Macau, Mongolia, Taiwan)

All participants must complete the online registration form (Link) before 8 April 2021.

*Confirmation email will be sent to the Team leader upon successful registration within 2 working days.

Rules for Participants (Hong Kong, Japan, Macau, Mongolia, Taiwan)

- 1. All participants must be full-time undergraduates (including diploma program) enrolled at the participating university /college in the competition year. There is no limit to the number of teams that may be fielded by a university / college.
- 2. Each team should consist of four students and could be different faculties.
- 3. All members of each team must be the same university / college, and each participant can only join one team.
- 4. Students from all faculties are allowed to participate in Global Business Challenge 2021.
- 5. Each team must have a team leader.
- 6. Each team must have a team name and a slogan in English.

Schedule

15 March 2021
31 March 2021
8 April 2021
On or before 16 April 2021
10 May 2021
29 May 2021
29 May 2021





Report and Competition Format

1.Format

Round 1

Format: Word document

Cover page: Report title, Team name, Slogan Word limit: 4000 words (Excluding Chart)

Language: English Line spacing: 1.5 Font: Arial, Size 12

Submission deadline: 10 May 2021 (9AM Hong Kong Time) *Revised version will not be accepted after the deadline.

North Asia Final

Format: PowerPoint

Presentation duration: 12 minutes

Q&A Session: 6 minutes

Pre-seen case study material and questions: Same Pre-seen Case material as Round 1 with different set of

questions.

2. Competition format

GBC 2021 Round 1 (Hong Kong and Macau)

- The top 8 teams from Hong Kong will progress to the Semi-Final (Hong Kong).
- The top 8 teams from Macau will progress to the Semi-Final (Macau).

GBC 2021 Semi-Final (Hong Kong)

- The Champion team will represent Hong Kong to compete in the GBC 2021 North Asia Final.

GBC 2021 Semi-Final (Macau)

- The Champion team will represent Macau to compete in the GBC 2021 North Asia Final.

GBC 2021 North Asia Final

- The winning teams from Mainland China, Hong Kong, Macau, Japan, Taiwan and Mongolia will be competing in the GBC 2021 North Asia Final.





Prizes for GBC North Asia Final

The prizes for GBC North Asia Final include:

• Champion: 1

First Runner-Up: 1

• Second Runner-Up: 2

• Best Future Business Leader: 1

• Merit Awards: 5

The Privacy Policy is apply to all participants in Global Business Challenge 2021, please visit the following link for details – https://www.cimaglobal.com/Privacy-Policy/

The rules and details of GBC may be amended at any time by CIMA. If disputes occur, the decision of CIMA shall be final.