TAR College Team Elites Video Clip wins highest votes on CIMA fan page on Facebook

For the second consecutive year, a Hong Kong team demonstrated outstanding teamwork and clear understanding to bag the grand prize at the CIMA Global Business Challenge.

By Alyce Lim

IT WAS all smiles for team Elite from the University of Hong Kong (HKU) when they were announced the champions of the CIMA Global Business Challenge (GBC) 2022. Walking home that day with an iPad each – among other prizes – Team Leader Emily Wong, Melissa Huang, Priscilla Huang and Joyce Cheung demonstrated outstanding teamwork with a clear and concise presentation.

Donna said, “It has been a long journey, and we are happy that all the hard work paid off.”

With a team from Hong Kong, she said that there was more pressure on them to live up to the expectations of their peers back home.

Passionate about getting her students involved in competitions, HKU School of Business lecturer Dr建立 said, “We actually train very rigorously and truly believe that this kind of experience cannot be replicated in any other form of education.”

However, being involved in having prior public speaking experience as he is the regular host and emcee for university events and birthday parties.

To make things interesting, participants of the CIMA GBC were also required to produce a video clip, using three minutes or less, introducing the teams and explaining how the CIMA qualification benefits business consultants in their work using their own creativity.

These clips were uploaded on Facebook as part of the competition.

Nearly all the participants were experienced in being a CMA qualified consultant and the panel being the company is from the Malaysia team. The team from Toho-Kai Limited Hukum Circle won the video clip competition with the highest number of votes.

Team Leader Chin Mei Wai said, “We are very happy to introduce our junior in College, and encouraging our participants in this competition has given us a lot of experience.”

She added that the team was thankful to their college and those who have helped them in promoting their video clip video which received the most number of votes.

At the gala dinner to present awards to the winners, CIMA Bursar, Profile and Marketing executive director Ray Perry said, “This is the second prize of the global competition, and it has already surpassed our expectations!”

He added that the quality of entries had also improved from last year.

CIMA deputy president Harold Ibarra, who was part of the team of judges, said: “The presentations were certainly at a high standard, including the quality of ideas.”

The team’s presentation was very well, which made the competition more challenging.

Able to win the award was the first time to give the 24 years old of the team, being in Malaysia was almost normal.

Their first time in Malaysia, team member Lee Edwards said, “I must believe we’re finally here, and we’re all so friendly and understanding.”

Crimson Moments, 26, was the only person in her team who participated in the global challenge in Singapore last year, said there were more teams this year compared to the last.

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