

Case Competition 2019

Win a 1-week trip at one of 52 destinations in the world!



Register Now !

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Flip

Open to all undergraduate students in Hong Kong and Macau



- Form a team of 2 or 3 and register at www.ef.com.hk/casecompetition
- Formulate a strategy to increase brand awareness of EF on campus
- Submit your business plan to ambhk@ef.com – maximum 10 ppt slides or 3-page word document
- Be shortlisted to the top 10 teams and present your business plan to the EF management board
- Be shortlisted to the top 5 finalists and execute your plan with a HK\$5000 budget
- Win the grand prize with the best execution results among all finalists!

Grand Prize

1-week language abroad trip to 1 of 52 EF campuses around the world (11 languages).

Air-tickets and accommodation included.

For more details, please visit:

www.ef.com.hk/casecompetition or ambhk@ef.com

Online registration deadline

● **15 February 2019**

Business plan submission deadline

● **28 February 2019**

● **8 March**

Announcement of
10 semi-finalist teams

● **16 March**

Presentation day

● **18 March**

Announcement of 5 finalist
teams and project execution starts

● **18 April**

Submission of execution results

● **30 April**

Winning teams announced



International
Language Campuses

EF Hong Kong
23/F, Tower 2, Times Square,
Causeway Bay
Tel: 2111 2393

EF Macau
7/F Room G, FBC Tower,
Nam Van
Tel: 2822 8552