

News Release

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HSBC Korea holds 'Entrepreneurship Camp' for high schoolers

HSBC Korea holds the 'HSBC Aim High Camp' at Olympic Parktel from 14 to 17 February 2017 in partnership with Junior Achievement Korea (JA Korea). The camp is designed to help high school students to cultivate entrepreneurial spirit and innovative thinking.

A total of 30 high school students who have been selected through on day pre-course program will participate. The participants will develop business ideas through team discussion followed by several lectures on marketing, creative thinking, and strategy development. They will also do fieldwork to verify the feasibility of their business plan. HSBC Korea employees will join to share their know-how and experience about business planning.

Martin Tricaud, President and CEO, HSBC Korea, said, "Entrepreneurial spirit is required more than ever, and I hope that HSBC Aim High Camp contributes to encouraging young Koreans to put their innovative ideas into action. They will be the future leaders of Corporate Korea."

In Korea, HSBC has long served the community with such programmes as 'HSBC Hope Scholarship,' 'HSBC Microfinance' for social enterprises, 'Aim High Camp,' 'Company Programme,' an entrepreneurship programme for high school students, 'Plant for the Ocean,' an environmental programme to protect Korea's marine eco system, and 'Building Rainwater Community Villages,' a project to tackle water challenges. HSBC Korea also runs HAMSA, a staff volunteer group, and supports a two day paid volunteer leave to encourage staff volunteer activities in the community.

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HSBC

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