



15 April 2021 | Press Release

## livi bank launches Young Bankers of Tomorrow challenge for Hong Kong undergraduates

- Creative business challenge for undergraduate students with cash prizes and virtual internship opportunity
- Virtual Banker Academy to foster understanding of this new sector

**livi bank** today announced that it has launched a new business challenge for Hong Kong undergraduate students with “**Young Bankers of Tomorrow 2021**”, a competition designed to enable contestants to create imaginative business plans that have the potential to make an impact on the city’s dynamic virtual banking scene.



Partnering with Classified Post, the challenge requires the participants, in teams of two to five, to showcase their innovation, critical thinking and creativity as they develop business proposals based around a given scenario within the virtual banking environment. Undergraduate students from all fields of study are welcome to join this innovative challenge.

Winning teams will receive cash prizes - with a grand prize of HKD20,000 for the most impressive entry - and be fast-tracked for consideration for **livi**'s Virtual Internship Programme in July.

“We are pleased to be hosting this exciting challenge that aims to discover and nurture Hong Kong’s future business leaders and fintech talent,” said **David Sun, CEO of livi**. “Through this, we hope to stimulate in our bright young people a greater understanding of virtual banking, which is a new and fast developing sector in Hong Kong. **livi** very much wants to take this opportunity to give back to the community by nurturing the next generation of talent in the fintech field, while creating innovative financial solutions for the people in Hong Kong.”



The competition will run in tandem with **livi's Virtual Banker Academy**, to be launched in early May on career information app OnMyGrad, offering a series of video lectures on different aspects of virtual banking, including UI/UX strategy, growth marketing, risk management and other key topics.

Registration for "Young Bankers of Tomorrow 2021" is now open, and the competition timeline is:

- 30 April – Registration deadline
- 19 June – Semi-finals taking place in a virtual format
- 26 June – Final and prize presentation

As an exclusive bonus for all participants in the competition and their referred friends, **livi** is offering a HK\$120 cash reward upon opening a **livi** account with the special promotional code.

For more details and registration, please go to <https://cp-contest.com/>.

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**About livi bank** [www.livibank.com](http://www.livibank.com)

Hong Kong based, **livi bank** is backed by BOC Hong Kong (Holdings), JD Technology and the Jardine Matheson Group, which together bring to **livi** a unique range of benefits in terms of financial strength, technological expertise and marketing excellence.

With the goal to foster digital innovation, promote financial inclusion and enhance customer experiences, **livi** brings a unique, brand-new and different banking experience to Hong Kong. Taking an innovative approach, **livi** provides customers with flexible solutions anytime and anywhere and the benefits of ecosystem partnerships that complement their everyday lives.

**livi's** outstanding service to its customers has received widespread industry recognition. The bank earned a 'Gold Certificate' at the Privacy-Friendly Awards 2021 from the Office of the Privacy Commissioner for Personal Data; won the 'Outstanding Customer Reward Programme in Virtual Banking' from ET Net's FinTech Awards 2020; and was named 'Excellent Brand of Fintech (Virtual Bank)' by Metro Finance's Hong Kong Leaders' Choice Brand Awards 2021.

For more information, please contact:

**FleishmanHillard Hong Kong**

Sunny Ng / Austine Chan

+852 2586 7854 / +852 2586 7837

[sunny.ng@fleishman.com](mailto:sunny.ng@fleishman.com) / [austine.chan@fleishman.com](mailto:austine.chan@fleishman.com)