

PHBS Wins the 2015 Sofaer International Case Competition



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On May 20, 2015, Andre Georgi, Francis Ma, Grace Peng, and Lucy Cai of PHBS traveled with Professor Chastagner to Tel Aviv University to compete in the annual Sofaer International Case Competition. Hicham Lefnaoui talks to the winners about their experience.

Q1: How was the preparation for the competition? What was different this time, from all the cases you have worked on in the past? Can you share Professor Kevin's role in this process?

Our preparation for this competition was quite comprehensive. Initially, we began to read more about Israel's political, economic and cultural situation to get a better understanding of what makes this country with only about eight million inhabitants so unique. While doing so, we discovered the book "Start-up Nation" by D. Senor and S. Singer, which is a must-read for everybody who wants to get a good overview of this fascinating country.

At the same time, we looked at the structure of previous cases to get a general idea about what kind of problems companies were typically facing and what level of detail may be required for our analysis. Here, we found it particularly helpful to watch previous finalists' presentations on Youtube, giving us a first impression of what level of quality may be expected during the competition and how challenging the Q&A section after the presentations can be. Last but not least, we also looked into potential databases (e.g. Capital IQ, Financial Times, Euromonitor) before the competition and got familiar with "Microsoft OneDrive", which was an extremely convenient platform for us to work together as a team, editing and exchanging documents simultaneously.

Compared to all the cases we worked on in the past, the unique aspect of this case simply is that it is based on a real

dilemma a company is facing. Namely, the top management of an Israeli company, be it a start-up or a globally established business, faces a serious challenge and asks us to find an innovative solution for it. Consequently, the solutions that we suggest need to be practical and feasible, since you will be presenting to the company's top management and many other established businessmen, who will bombard you with challenging questions, if you come up with unrealistic solutions. Besides, the Sofaer International Case Competition (SICC) is an international competition, inviting top schools from all over the world, making it not only a fierce competition but also an invaluable networking event.

Throughout the entire preparation process, our mentor Professor Kevin Chastagner has been of immense help. Not only did he manage all the organizational issues with the main contact from Tel Aviv University, but also did he always find time to sit down with us to discuss previous cases, potential strategic approaches as well as general teamwork related techniques. It was great to know that we could always reach out to Prof. Chastagner to get his input on any issue we were facing.

Q2: What was the team's impression getting to Israel, meeting other international schools and representing PHBS at this important venue?

Without a doubt, it was a once-in-a-lifetime opportunity to visit this unique country to which we probably would not have traveled any time soon, if it wasn't for this competition. After more than 25 hours of travel with a stopover in Amsterdam, we finally arrived in this mysterious land. Within just a few moments, all of our stereotypes related to Israel, mainly influenced from daily media, have disappeared. Local people were extremely open-minded, friendly and emphasized that it is totally safe to walk around at any time in Tel Aviv. Besides their dedication to work, Israeli people enjoy much of their time in adorable cafes, bars or on the beach. In addition to Tel Aviv, we were also really impressed by our trip to Jerusalem, one of the oldest cities in the world. It was interesting to learn about the many wars and conflicts that have taken place in and formed this city, which is considered holy to three major Abrahamic religions: Judaism, Christianity and Islam.

One of the competition's highlights was meeting extremely talented and interesting peers with various backgrounds from all over

world, reminding us to live our lives to the fullest. The profile of participants included exciting personalities such as an US-Indian MBA student with rich work experience at Goldman Sachs and a BA in bio-engineering from Oxford, an entrepreneur from New Zealand who sold one of his Vietnam-based businesses to Procter&Gamble, a Danish entrepreneur who is running several start-ups at the same time as well as a Japanese MBA student who is working as VP at Tokyo Stock Exchange and mastered the Chinese language in just one year. All of these participants have shown us how colorful life can be. When you get to know people with completely different backgrounds and aspirations, it enriches your own perspective on life and motivates you even more to work hard to achieve your own goals and succeed in life.

As proud Peking University HSBC Business School students, it was our great honor to represent PKU during this competition and win a trophy for the school. From our perspective, this title serves as birthday gift for the 117th anniversary of Peking University and shows that if we work hard together and believe in ourselves, we can compete with some of the world's greatest universities.

Q3: Can you tell us about the cases discussed and challenges faced by the team in solving those cases? How did you manage the pressure?

The case was about an Israeli start-up in the operational technology (OT) cyber security industry, which has developed a cutting-edge technology that has the potential to revolutionize the OT cyber security industry, but struggles to convince customers about the need for this new technology and, thus, generates only a limited sales volume.

The greatest challenge we faced during the competition was the incredible time pressure. Within less than two and a half days, we basically had to come up with an innovative presentation that tackles the company's main challenges and adds true value to the company's top management.

In addition, we also had to participate in multiple social networking events with the other participants, which was hard, as we felt that we could use the time to work more on our presentation. Hence, in addition to the time pressure, it was challenging to find a balance between socializing with all the interesting personalities and not losing track of the case we had to solve.

Finally, we participated in all networking events and used every other second to work either at the host University or in cafes opened 24 hours a day. To motivate ourselves during tough moments, we constantly reminded ourselves of the importance of this competition for us as students, but also for PHBS as a school and looked forward to traveling across Israel after the competition.

Q4: Can you share your feelings when the results were given? Any future advice for future PHBS students competing in future competitions?

When the first round was over and the three finalists were announced, we were totally taken aback, since we really didn't expect that. We were confident about our strategic recommendations but didn't do that well in the Q&A section. Unexpectedly, after the first round it turned out that we were one of the favorite teams for many judges, as the strategies we suggested were practical and out of the box. The results after the first round exceeded our expectations and words just can't describe how we felt, once we realized that we were among the top three teams to enter the final round.

In preparation for the final round, we did a lot of extra research during the remaining 3 hours to be able to respond better to the questions that the panel of business people and professors may ask. This helped boost our confidence, knowing that we have prepared answers for some of the most challenging questions that we were asked in the first round.

Finally, the moment when the director said: "This year we will give the award to Peking", was amazing, everything was worth it, two and a half days of hard work and hardly any sleep paid off! It was a really proud moment for our team as well as for our school. The competition was quite competitive with so many excellent students from top schools with many years of work experience for leading companies, but we made it!

Our advice: Try your best to win, because you have the chance to win. Even if you can't make it at the end, be a fair loser and simply enjoy this unique experience. This kind of international event is a great opportunity to get to know people from different cultures and backgrounds. The competition is just part of it, try to enjoy the whole journey.

Reported by Hicham Lefnaoui

The Commercial Banking Association



Continuing our series of interviews with the leaders of different associations on campus, we are going to talk to the President of Commercial Banking Association Chengying Lv where she will talk about her association in more detail and answer some of our questions.

How old is the association? Who established it?

Association was established almost 5 and half years ago. It was founded in 2010 by students Wenqing Zhao who later become the president of association and Nian Xie and Yin Zhao who were the vice presidents.

What is the main purpose of the association?

The purpose of the association is to provide our members with rigorous business insights and opportunities to expand their business network through continuously gathering a growing pool of renowned academics, business professionals and political leaders.

What makes this association to stand out from the others?

Although it's not the oldest organization in PHBS, it is definitely the largest in term of growth, events held and fame. It has been ranked number 2 by Peking University (right below the Youth Volunteer Association) for a few years in a row. However, still our greatest strength lies in the broad range of members and network.

What kind of functions/events you specialise on?

We typically have three types of events. The first is lecture types, where we bring in experts from all financial fields to educate and share their experience with students. The second would be our own internal training programs that focus on different sectors of the financial industry, which is held on a weekly basis. Lastly, we have signature events where we take our members to travel and study at banks and companies abroad to fully bring an international edge to our association.

How often are they organised?

Lecture type of events are usually organised once per month, depending on the guest's schedule. The second type is the internal trainings, which are held weekly. The third is signature international events, which very much depends on the cooperating company or bank.

Who can join the association?

Anyone who attends PKU is welcome to join the association. However, due to overflowing number of applicants, there is a selection process each year.

How big is the management team and how does the association function?

The management team is separated in to two levels; the first is called the Presidential team, consisting of 1 president and 4 Vice Presidents. Each Vice President is responsible for different sections such as human resources, secretary committee and academic studies.

What made you to join this and not other associations?

This association gave me an impression that it wasn't just a simple club or association, but more like a family here in PHBS. It not only provides you with professional training and networking opportunities,

but also people you can rely on, in or out of PHBS.

Are you satisfied with what you guys have accomplished?

Yes, during the past year, we have held many successful events, for example internship kind of trips to Bangladesh, Hong Kong, and Taiwan.

What is the thing you, personally, have gained the most from this experience?

Putting aside the knowledge I have gained by attending the lectures and trainings, I have particularly enjoyed the offshore travel experiences as well as the people I have come to know.

Would you encourage others to join and why?

I definitely encourage others to join. This is one of a kind association in terms of the things we can offer; no other organization in PHBS can do that.

What have been the main challenges you have faced?

There have been many challenges, especially in managing the association as we have more than 100 members. As we are still expanding, more related obstacle will surface, but we know that by having a good management team, we will be in good hands.

What is the future for the association? Where do you guys see it developing in the next year or two?

As of right now, we see the association greatly expanding in the next two years. We expect it to grow larger in number of members, even larger network of contacts and more international and domestic internships and studying experiences, which will be offered to our members.

I would like to thank Chengying Lv and Commercial Banking Association for doing a great job and sharing their experience with us. We truly believe that Commercial Banking Association offers great and unique opportunities for everyone who wants to join and we definitely wish them success in everything they do in the future.

Reported by Karlis Lubka



Summer Research Interns at PKUSZ

Peking University Shenzhen Graduate School's School of Environment and Energy recently warmly welcomed two top students from the Indian Institute of Technology Kharagpur (KGP), Shruti Sarode and Roshan Satapathy. Finlay Grogan caught up with them over some delicious Islamic cuisine at Tanglang's own Lanzhou Restaurant.

Hey guys, so what brings you to Shenzhen?

Roshan: We're here doing a summer research internship until the end of the semester!

Is your internship part of a broader partnership or are you here on your own accord?

No, it's an individual arrangement that we were motivated to pursue. We were naturally attracted by Peking University's status as the best university in China.

What motivated you to consider coming to China for academic research?

RS: China's growing reputation for academic research and increasing ties with India proved too good an opportunity to miss!

What is your research plan here at PKUSZ?

RS: Our responsible Professor has assigned us to two ongoing projects in the laboratory under his supervision.

Could you outline some details of your projects?

Shruti Sarode: So one project is about marine organism life that produces lipase enzyme. The title is 'Heterologous expression of marine lipase in yeast for biodiesel and fine chemical synthesis'. Normally distinguished scientists try to extract lipase enzyme from bacteria and fungi but the organism produces excessive amounts. So what we are trying to do is extract this enzyme from one particular marine organism. Then we are placing the enzyme into yeast, upon yeast maturity we will extract the enzyme while optimizing the conditions in order to get the maximum amount of lipase.

I learn something new every day!

RS: Mine is similar except it's a different enzyme called laccase and the organism I'm working with is an algae. I'll put the gene responsible for that enzyme into the algae and try to extract more of it. The title of my research is 'Cyanobacteria as an expression system for bacterial laccase'. We spend a lot of time in the lab!

How have you found working with Chinese students so far?

RS: Yeah it's been great! We've been working a lot with our Chinese colleagues, they have been exceptionally kind and helpful with our research. We really appreciate the time all of our new friends have taken to show us around especially since it's our first time in China.

So what has surprised you the most in China so far?

Well I guess in India we have a slightly archaic view of modern China, perhaps we haven't quite come to terms with modern China so there was a natural culture shock to begin with. This place has been great so far, in some ways it feels similar to India. For example, the prices here are similar to back home and there are a few dishes that feel similar to back home. Clearly, the way people dress is different especially amongst different areas of the city. SS: I love the clothes here! They are super cheap! I also really like the more rationed use of electricity here, I think it's much better for the environment! This should keep contributing to a greener society. Since we're associated with the School of Environment and Energy we feel this is very important.

Have you had the chance to explore Shenzhen much?

A little! However we are very dedicated to our research and wish to strive to be the best, in line with our home university and Peking University standards. So far, we've been to SeaWorld in Shekou, OCT Loft near Window of the World and a few urban villages.

Have you had much time to interact with the Indian Diaspora residing in Shenzhen?

Yes, a little bit. We went to an Indian restaurant in Luohu the other day which was great; it's awesome to see people of other nationalities enjoying different cuisines.

How smooth has your integration been?

RS: I think it's been as smooth as we hoped it would be, we especially like the dormitories here as they are of a much higher quality than we had back home.

What extra-curricular activities have you taken part in so far?

Yes! I took part in a singing competition outside the canteen, I sang a Hindi song and I was pleased to see so many people enjoying it. I even made it to the second round!

That's awesome, we're glad to hear you've been taking part in campus life! We're glad you've enjoyed yourself at PKUSZ so far. Here's to a successful few months.

Reported by Finlay Grogan



PKU Business Insider- The HULT Competition

Food & Health in China



Five bright young people came together several months ago to participate in the annual competition for the HULT Prize, one of the largest student business competitions in the world. All participants are from the top business schools around the world. And now they want to share this unique and inspiring experience with us.

Story began with the idea raised by Brian Prasetya, and then he created a WeChat group. Eventually, a group of similarly interested people came together. They are Jan Smejkal, Marwa Mejdoub, Denis Aksenov and Marius Miginis. They were a very special team whose members came from five different countries. As they said, **"diversity is the essential to solve this global issue."** The mission of the competition this year is Early Childhood Education Challenge. Each person had his or her own ideas, but they had to pick up just one. Finally they chose the project of an Internet platform.

However, things didn't go so smoothly in the beginning. They received their acceptance letter to the final in Shanghai just as winter break began and couldn't find any support from the school as almost everyone had already left school. This break also presented another challenge: a one-month separation of the five group members in which they had to conduct research individually. They reconvened after the break, but there was less than one month before they had to go to Shanghai. Preparation. Discussion. Modification. Finally, they booked their tickets and flew to Shanghai.

Their arrival in Shanghai started their amazing journey at this event. "Everything was actually perfect," Marius said, "It was really well organized. Setup was very clear. No chaos." "But food could be better." Jan joked. After some presentations, the event was over. Unfortunately, they did not win the competition.

The Project

Since the mission this year is about education of child, they mainly focused on little kids, from age zero to age six. "According to the new research, it shows that early education starting from zero to six years has a big role in the child development. However, not many people know about it," they wrote in their final essay. But the situation of early education among poor countries was far from optimism.

To solve this problem, they wanted to create an Internet platform, through which connections between non-profit organizations and children in need could be formed. The platform would work as a middle man, charging non-profit organizations some commission, for those organizations need promotion anyway. For example, if you want to donate money or time, you would simply search on that website and choose the institution you want to participate in. Moreover, this platform would also provide a service that "matches a parent hoping to adopt with a child aged between 0 and 6 years living in slums."

Words of Advice

They strongly suggest that those who are interested in this kind of competition to participate in one. It was a really fantastic and beneficial experience for them. During the whole event, they gained presentation experience and skills. In the business world, presentation is of utmost importance. You have to deliver your ideas clearly to your audiences to gain success.

When asked "if there is PKUSZ team next year, what advice would you offer?", they answered as follows:

First, apply.

Second, try to get a mentor. That will be very helpful. Talk to people in the specific area and get feedback. Teams from other schools usually would have schools' support and mentors. They said this year one team's mentor was a previous Hult Prize winner.

Third, do not focus on too broad of an idea. Choose the idea that is straight to the point. In their opinion, the reason for their loss is that their project was somewhat too broad. Additionally, what the committee wants to see is a real product that usually involves modern technology.

Fourth, be more emotional. It is for the presentation. In retrospect, the team felt that they put the presentation in a very business context. But every single team that made it to the very last stage had very emotional presentations, giving emotional stories.

Again, they really recommended students in PKU to participate in this competition in the future and for the school to pay more attention to business competitions like this. It does not only benefit students themselves, but also promotes the school on a world stage.

The Hult Prize

The Hult Prize Foundation is a not-for-profit organization dedicated to launching the world's next wave of social entrepreneurs. It encourages the world's brightest business minds to compete in teams to solve the planet's biggest challenges with innovative ideas for sustainable start-up enterprises. Annual Hult Prize winners can make their ideas reality with the help of USD \$1 million in seed funding.

College and university students are called to action to compete in one of five global regional rounds of competition. Teams of 4-5 students are charged with developing ideas for social enterprises that can conquer modern day's most solvable global challenges (from <http://www.hultprize.org>).

Reported by He Jian



I must say after my minimal travelling experience, mainly restricted to countries with similar cultures, eating habits and lifestyles as myself; I was not prepared for China. First and foremost I had gained a sizable amount of weight and upon arriving in China I was met by a large population of slender and healthy looking people. This made me wonder how they maintained such a healthy looking size well within their BMI. Secondly I was already plagued by health problems and well on my way to being a diabetic-- hence I was planning my healthy eating regimen even before arrival. I look back now and I tell myself I should not have worried. Most of the stuff I ate here was so different; it took me a while to adjust. As a result I just ended up dropping most of the pounds naturally.

Healthy eating in China: Alexandra's journey

Alexandra is from New York and she came to China to learn the language in Shanghai. Today, she is pursuing her masters at PHBS. Sadly during her stay in China she was diagnosed with Crohn's Disease, which is a chronic inflammatory bowel disease that affects the lining of the digestive tract. As a result she cannot eat certain things as she will not be able to digest, such as beef and pork. She had always been a healthy eater, but now she had to be particularly careful. As I asked her about her story she told me it has not been easy especially some places, do not really understand that they can omit the meat from her dish or that she does not like extra oil to be added.



Therefore what she does is find restaurants that offer healthy and organic options, which I must say is not an easy feat in some parts of China. This is because some of the street restaurants label stuff as vegetarian and it will be deep fried in oyster oil or pork fat, thus one needs to be very careful. In Shanghai she loved the restaurants called Sprout Works and Green and Safe: Your organic neighbour.

Another way she keeps healthy before travelling to new places is by research. Such as when she went to Guilin she asked friends who had been there for any notable food experiences and she googled the healthy restaurants in the area and read reviews to cut on her searching costs upon arrival. In Hong Kong her new found organic food jewel is called Life Café. The good thing about China is that there are some exclusive shops that cater to the rising expat community growing in the country. Most of them are owned by foreigners who basically import stuff they know their fellow countrymen like and miss. This helps a lot because there are some foods called 'super foods' that are high in antioxidants and help Alexandra detox and keep her digestive system in order.

When all is said and done, I realise it is possible to stay healthy and radiant in China, it is a matter of recognizing where you fit in, and pursue that.

Staying fit: Adrienne

Adrienne is from Sydney, Australia and she is here on exchange. Back home she exercises 6 days a week, 2 hours every session without fail. I wondered how she managed to keep the same intensity in China, without getting bored or dropping with the heat in Shenzhen which can sometimes be overpowering. Her experience is that the food is oilier in comparison to what they have back home. In light of this, she and a group of friends found a copy of an exercise routine called T25, and they meet three or four times a week whenever the weather and school load permits. In addition to this she goes to the gym five times a week.

To quote Adrienne 'you can do anything as long as you are disciplined'. China has a very diverse culinary blend and exercise culture. Students here wake up every morning to go to the tracks for exercise and in the evening it is also packed by students and university employees going through their daily exercise routine. All this takes discipline. Something I am definitely going to take away with me from my Chinese experience.

Reported by Fortune Sanyanga

Interview: Professor Kevin Chastagner on The 2015 Sofaer International Case Competition

Following our school's win in this year's **2015 Sofaer international competition**, Professor Kevin Chastagner from PHBS took a moment to share his views and first hand experience about the competition.



Let us see what he has to say about the competition and the students performance:

Professor Chastagner, can you please tell us how the idea of participating in this competition came about? In what capacity were you involved in that decision?

We have a partnership with Tel Aviv University and Professor Terrill Frantz had visited the campus while in Israel a few months ago. While there he met with some of their staff and they suggested that we see about sending a team. When Terrill returned he approached me about putting together a team and taking them. I looked into what was needed and worked to find students and funding for our team to go and compete.

Who and how were the students selected in this process?

We didn't have a whole lot of time to put together a team for this competition so I started with students who I knew and who had done well in my Strategic Management class. The final team was composed of Andre and Francis who I knew from the management program and of Lucy and Grace who Andre and Francis had identified as good students with strong performance from the finance program. Whether we won or not, it was a great group of students and I was excited to see how they would do.



How was the preparation before the trip?

For me it was fairly straightforward. I worked to manage the application process, worked with the school to get funding, and offered comments as the students prepped. The students, however, put in a lot of work. They tried to find further funding to cover our costs, they worked to figure out our transportation, and they worked to prepare for the competition itself. The team worked through some of the past cases from the competition, identified where they would be able to get key pieces of external information from, and how they could leverage each of their strengths. They also spent time learning about Israel both historically and economically, as the cases are based on companies with business in Israel.

In this case, is there anything particular or different from the cases discussed in your classes?

The cases in my classes are fairly developed in that they usually have a fairly clear direction and financials that can be worked off of. The case for the competition was on an entrepreneurial firm that had little financial information provided and didn't provide much of a clear direction. This was in line with the goals of the case competition to push for out-of-the box thinking.

Was this the first time you have participated as a professor in this kind of competition?

During my PhD program, I was able to take a group of bachelors degree students to a case competition in the US. That was more involved as we had a special course specifically prepping students for that competition but was a great opportunity for me to see the value that can be gained from participating in case competitions both as a school and for the students.

Arriving to Israel was quite a journey; please share your feelings about going to this special country?

Israel has a very unique historical and political environment. The university took us all to Jerusalem for a day trip after the competition and we learned that the city is considered one of the oldest cities still in existence and has been built and added onto multiple times throughout its historical changing of hands. It was great to see this environment in person. Further, it was a stark contrast to the environment of Tel Aviv, which is the financial capital of the country and where the competition was hosted. Tel Aviv has a reputation for being a 24 hour city that is very entrepreneurial. The school even hosted us in hotels within the White City which is a UNESCO World Cultural Heritage site. Growing up I have heard a lot about Israel from both the historical side and the current political side but it was great to be able to go and experience it for myself. While I was only there for a week I learned a lot about Israel and the confluence of the pressures in the region and their historical roots...plus the beaches and food were fantastic...

How was the reception by Tel Aviv University School of Management?

TAU was fantastic. Administratively they were easy to work with and made sure that we had what we needed to get to the competition. Once we arrived it was easy to see that they were passionate about internationalization, creativity, and learning. TAU and all of the participating teams were great. The environment of the competition was very positive and even though it was competitive, there was still a focus on being able to provide critical feedback to the teams so that they could learn from the experience.

What was your impression about the cases and how well did our students work together?

The case was a challenging one looking at Radiflow, a high tech security firm. The company has a lot of questions that it faces moving forward based on the development of the market and they were looking for some ideas to work off of. The CEO presented the case to the teams and answered questions related to the firm. While I can't say how our team worked since I was not allowed to communicate with them about the case as they were prepping it, it appeared that all of the teams put in a lot of work and made sure to give solid presentations.

How were they performing under pressure?

Our students did a great job. Right after they got the case they started working and even though they joked about lounging on the beach instead of focusing on the case I know that they put a lot of work into it and got very little sleep. They also handled the final presentation really well.

In what capacity were you involved when the competition started and have gotten to the final stages?

As I was not allowed to discuss the case with our students I didn't have much involvement until the day of presentations.

The faculty from the competing schools did the initial round of judging and faculty from the schools that were not in the finals worked with industry and professional experts to complete the judging of the finalists.

The final and win, can you please share your feeling before and after our students won the competition?

I was excited when I heard that we made it to the finals. For it being our first time at the competition this was a big deal. Selfishly, I also was excited because it meant that I would be able to see them present as the faculties were not allowed to judge their own team in the initial round. Watching the three finalists was really interesting. The three teams took different approaches to the issues the firm was dealing with and all of them did a great job. While I could tell that our team did a great job, Cambridge and CBS had solid presentations as well. After the judges discussed the presentations they announced that our team won due to their out-of-the box thinking and it was great to see. I am very proud of our team as they represented our school well and set a very high standard for future teams.

Lastly, any future advice from our students at PHBS after seeing and living an international event like this one?

The teams that we competed with were very impressive. Most of the students had international experience, work or internship experience in large multinationals and great soft skills. My main recommendation for students would be to not wait for opportunities to come up but to go looking for these types of experiences on their own. Try to work or intern overseas for a month, find ways to travel internationally even if it is just for vacation, or utilize the schools exchange partnerships and build international friendships and networks. All of this comes down to the individual and their own desire to work hard and learn.

We Want to thank Professor Chastagner for his pretious time and continuous involvement in student life. We look forward to the PHBS's next competition.

Reported by Hicham Lefnaoui

