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TO NEWS EDITOR
FOR IMMEDIATE RELEASE

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BOSTON CONSULTING GROUP PRIZE IN BUSINESS STRATEGY 1993-94

The Boston Consulting Group has just announced the winners of its second Prize in Business Strategy. The competition was held at The Chinese University of Hong Kong during the 1993-94 academic year, and was open to all CUHK full-time undergraduate students, including exchange students. The competition was based upon a comprehensive case analysis, prepared in partial fulfilment of the requirements for the compulsory business policy/strategy class. Blind reviews were performed by a panel consisting of consultants of the Boston Consulting Group.

The winners of this year's competition are Florence Cheung, Senia Ho, Karen Lee, Carmen Sham, and Sophia Wong, who prepared "A Strategic Audit on Dickson Concepts (International) Limited." A monetary award of HK \$10,000 will be presented by Mr. Rick Foyston, Vice President of the Boston Consulting Group, on Thursday, 11 August 1994.

BCG is an international management consulting firm. Recognized as the founder of the strategy consulting industry in the 1960s, BCG continues its tradition of innovation in management thinking. BCG Hong Kong is currently the regional headquarter for its Asian practice outside Japan. The BCG Prize in Business Strategy is an annual competition held at The Chinese University of Hong Kong, jointly established by Mr. C. K. Tsang of BCG and Dr. Julie H. Yu of CUHK's Department of Marketing.

Note to Editors:

For more information or interviews with the winners, please contact Dr. Julie Yu of CUHK's Department of Marketing (609 7769) or Miss Kathy Hui of CUHK's Information and Public Relations Office (609 8894).