



## HSBC Life Insurance Innovation Competition 2026

 Insurance Reimagined: Forging a New Era of Protection



Application Form (to be submitted with your proposal)

<b>Team name</b>	
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Team member information		
1.	<b>Full name:</b>	<b>University:</b>
	<b>Email address:</b>	
2.	<b>Full name:</b>	<b>University:</b>
	<b>Email address:</b>	
3.	<b>Full name:</b>	<b>University:</b>
	<b>Email address:</b>	
4.	<b>Full name:</b>	<b>University:</b>
	<b>Email address:</b>	

Submission category
<p>Each team can only submit their proposal for <b>one of the three categories</b> below:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> GBA (Greater Bay Area) Market Penetration</li><li><input type="checkbox"/> Health &amp; Wellness Ecosystem</li><li><input type="checkbox"/> Silver Economy and Retirement Solution</li></ul>

## Competition Details

Phase 1: Proposal submission	
Proposal	Recommend an innovative plan to illustrate your concept, strategy, execution plan and expected outcome (must specifically address the selected submission category).
Format	<b>PDF file in English (strictly limited to 2 pages only)</b>  (No limit on word count, font style, font size or content type – you can choose to include tables, charts, images or references.)
Remarks	<ol style="list-style-type: none"><li>1. Your file should be named after your team’s name (e.g. Team A Proposal);</li><li>2. The PDF file should be sent to <a href="mailto:hsbclife.innovation@hsbc.com.hk">hsbclife.innovation@hsbc.com.hk</a>; <b>for file size over 10MB, please save at a cloud storage and submit via a shared link.</b></li></ol>
Note: Only submissions that meet the above requirements will be accepted.	

Phase 2: Booth presentation at the HSBC Life Insurance Expo 2026	
Only <b>three shortlisted teams of each submission category</b> are required to further develop on their initial idea and present their concept at a booth at the HSBC Life Insurance Expo 2026. Final winners will be determined by the judges’ scores and votes of HSBC Life colleagues who attended the Expo.	
Date	18 June 2026 (Thursday) – TBC
Booth content	Your team will receive a budget to design and produce posters, props, tools, prototypes, or any other promotional materials that best showcase your concept to booth visitors. This is your opportunity to be creative and bring your ideas to life in a way that captivates and informs your audience. Further details, including budget specifics and guidelines, will be shared with finalist teams in due course.
Language	In English (can be supplemented by Cantonese if needed)
<b>Note: Use or reproduction of the HSBC Life brand name and company logo in your booth content production are prohibited in compliance with HSBC Life’s branding policies.</b>	

## Event and Training Timeline

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<b>Information Sharing &amp; Think Tank Session</b> In-person, venue at HSBC Main Building (click <a href="#">here</a> to register for the session)	27 March 2026 (Friday) 16:30 - 18:30 HKT
<b>Proposal Submission Deadline</b>	24 April 2026 (Friday) 23:59 HKT
<b>Announcement of Top 3 Finalist Teams for Each Category</b>	Week of 18 May 2026
<b>Mentor-mentee Matching &amp; Expo Preparatory Meeting</b>	Week of 26 May 2026
<b>HSBC Life Insurance Expo 2026</b> Final booth presentation and award ceremony	18 June 2026 – TBC

## TERMS AND CONDITIONS

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1. The personal data collected from you will be used for the competition purposes; the data collected will be kept confidential for up to 3 years; and they may be transferred to relevant parties for the purposes of the HSBC Life Insurance Innovation Competition only.
2. By entering the competition, you agree that all the information submitted is true and accurate, and the submitted whitepaper and presentation do not infringe any third party intellectual property rights.
3. All information, materials and concept submitted are wholly comprised of original work, created and owned by the student team, and has not previously been communicated to the public or submitted to other competitions in the past.
4. By entering the competition, you agree to grant HSBC Life a non-exclusive, irrevocable, perpetual, royalty-free and worldwide license to use, edit, modify, translate, copy, publish and/or display all or part of your submission without the prior consent of the entrants. Students are prohibited to disclose, publish or submit the same project materials and concept to another competition during and after the competition without the prior written consent of HSBC Life.
5. Students of the winning teams are required to sign a confirmation note to grant HSBC Life the Intellectual Property Rights (IPR) of their proposals.
6. HSBC Life will be taking photos and videos at the information sharing and think tank session, HSBC Life Insurance Expo 2026 and award presentation ceremony for publicity and reporting purposes. By attending these events, you agree to grant permission to HSBC Life and its authorised representatives to use your team details, photograph, voice, and/or other likeness for publicity and reporting purposes in all media without notice or approval.
7. If any disputes occur, the decision of HSBC Life shall be final.
8. All the expenses incurred in this competition will be the responsibility of the student teams.
9. All the shortlisted teams will be required to attend the HSBC Life Insurance Expo 2026 to present their idea at a booth and participate in the award ceremony. If any team member is unable to attend due to extenuating circumstances, the team should report it to the event organiser immediately and seek approval from the event organiser to continue the competition. Approval will be subject to the supporting documents provided.