

Apr 03, 2017 | Written by Adam Aziz | 0



KUALA LUMPUR (April 3): PwC Malaysia over last weekend announced Be Da Ape from Sunway College as the winner for the PwC Trust Builders Challenge, a month-long trust-building challenge for local university students, which ran throughout March 2017.

Be Da Ape beat 136 other teams of three students each in providing the best solution for a mock clothing label to rebuild trust with their stakeholders and customers, having abused labour laws and found operating a sweatshop.

PwC Malaysia managing partner Sridharan Nair said the encouraging response — considering there was no cash prizes — signals a real desire among youths to solve important problems which revolve around trust in business.

"For us, this is one of the best signs that we are moving the needle on the topic of trust in business. It may be a tiny step, but a needed one in this current climate of low trust in institutions all over the world," added Sridharan.

"Our Malaysian universities and employers should take heart in knowing that more than 400 students who participated in our challenge are homegrown talent," added PwC Malaysia human capital leader Salika Sukswan.

Be Da Ape members won an internship with PwC Malaysia, a trip to Vietnam to support the PwC's human capital team in their firm's on-boarding process, and pass to be a committee for of PwC's 2017 Building Trust Awards — an award for public-listed companies for building trust among customers and investors.

Arpan Chandra Sarker from Be Da Ape was also crowned best presenter of the competition. Team Target INTI International College Subang won first runner-up, while JWT from Sunway College won third place.

PwC's trust-building initiative first began in November 2015 with the inception of the Building Trust Awards. In 2016, the group co-organised a "Trust Debate" with Young Corporate Malaysians, which utilised live streaming and interactions across social media platform Facebook targeting young adults.

**Addthis:**

**author:** Adam Aziz

**source:** theedgemarkets.com

**is Pinning adv:**

**Video Priority:** Inactive

**Source URL:** <http://www.theedgemarkets.com/my/article/pwc-university-challenge-addresses-topic-trust-business>