BINUS UNIVERSITY

071b/ED.BBS/Sep/2026

Certificate of Achievement

Is Hereby Awarded to:

Dr. Howard Pong Yuen Lam

With The Case Entitled

POP MART International Group Limited: Marketing Uncertainty with Fun

As the **3rd Place Winner** of the

"ASEAN Business Case Writing Competition 2026"

In recognition of your outstanding achievement, dedication, and valuable contribution throughout the competition.

September 24th, 2026

People
Innovation
Excellence

Prof. Dezie Leonarda Warganegara, Ph.D.
Binus Business School Executive Dean