

‘The SCG Bangkok Business Challenge @ Sasin 2018’

Advocating sustainable development and innovation engagement, Sasin Graduate Institute of Business Administration of Chulalongkorn University cordially invites graduate student teams **in all disciplines** (business and non-business) to compete in ‘The SCG Bangkok Business Challenge @ Sasin 2018’, Thailand’s only global intercollegiate post-graduate start-up competition. The competition is co-hosted with Siam Cement Group (SCG), a leading business conglomerate in the ASEAN region with the commitment of conducting business in line with good corporate governance and sustainable development principles since its establishment in 1913, following a

royal decree of His Majesty King Rama VI.

Online registration and submission of Opening Round Summary Business Plans is October 19 – December 5, 2017.

Competition dates for Semi Final Round, Play-off Round, and Final Round at Sasin, Bangkok, Thailand are February 8 – 10, 2018.

Some past Grand Prize winners include teams from Aarhus School of Business, Denmark; Technical University of Denmark, Denmark; Rice University, USA; University of Oregon, USA; Queensland University of Technology, Australia and Cornell University, USA. Some past HRH Princess Maha Chakri Sirindhorn’s Sustainability Award winners include teams from Prasetya Mulya Business School, Indonesia and SP Jain Institute of Management and Research, India. The past Houston Technology Center Asia Innovation

Award winners include National Chiao Tung University, Taiwan; American University of Sharjah, United Arab Emirates and Queensland University of Technology, Australia.

Setting a new precedent in the standard of global business plan competitions, the objectives of the competition are to encourage scalable new venture creation by instilling entrepreneurial spirit into graduates’ minds and planting the seeds of entrepreneurship and innovation within institutions of higher learning; create commercial value for R&D efforts, especially those originating from university research centers; provide an international platform in which representatives from postgraduate programs across the globe compete, learn from each other and foster stronger network; provide a business matching platform for start-ups, potential partners and investors; and bring sustainability concerns to

mainstream commercial venture. This is a unique opportunity for your students to challenge themselves against teams of students from many of the best academic programs in the world. This prestigious event promises to provide an unforgettable and invaluable transformative action learning experience for all the participants.

For complete details of the team member combination possibilities, including comprehensive eligibility and official rules, please consult <http://bbc.sasin.edu/rules.php>.