



JOHN MOLSON

CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA MBA INTERNATIONAL CASE COMPETITION

34th Annual John Molson MBA International Case Competition

John Molson School of Business

December 2014, Press release 1

36 Top MBA schools from around the world will be contending at the 34th Annual John Molson MBA International Case Competition from January 4 to 9, 2015 at Fairmont The Queen Elizabeth Hotel (900 René-Lévesque Blvd. W). Over 200 students will be participating from all six continents of the world in fast-paced, competitive problem-solving cases for an opportunity to showcase their theoretical talent and communication skills to the business community.

The event is the oldest and largest MBA case competition in the world. Participants will be assigned business problems encompassing a range of disciplines and issues and will then present their recommendations to a panel of real business executives.

Theme of 2015 MBA ICC

The heart and theme of this year's competition is **Global Connections – Sustainable Future**, which is in coherence with the John Molson MBA being ranked the 2nd greenest in the world. The MBA ICC's yearly pledge is to be the most sustainable International MBA Case Competition in the world.

“ I commend the MBA ICC organizing team for making "sustainability" a central theme of this year's competition. It raises awareness of the importance of every action making a difference in cumulatively achieving a sustainable future. This year's theme embodies a vision of sustainability, and sets the stage for the years to come. This explicit focus on sustainability sets this competition apart from all others. —Paul Shrivastava, Ph. D, Director, David O'Brien Center for Sustainable Enterprise “



Standing from Left to Right: Aidan Macdonald (EA-Volunteers), Rasha Dergham (Organizer-Judges, Cases, Events & Sustainability), Catherine Sumague (EA-Marketing), Sricharan Sunkara (EA-Sustainability), Negar Dastjerdi (EA-Judges), Rachel Abourbih (EA-Logistics), Roberto Blanc (Organizer-Sponsors & Marketing), Allysha Carr (Organizer-Schools & Volunteers) and Kiran Jayaramaiah (Organizer-Technology, Budget, Hotel & Transportation)

The competition involves business cases that are selected from among the top entries from the **annual Case Writing Competition**. The format of the competition has teams of four students facing off in a round-robin tournament with winners moving on to a semi-final and final round. The first place team will be awarded the MBA-ICC Cup and will take home a \$10,000 cash prize.

The competition aims to bridge the gap between corporate and academic worlds, which ultimately enriches both students and executives alike

The event is free and open to the general public.

John Molson MBA
International Case Competition

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