



35TH ANNUAL JOHN MOLSON MBA INTERNATIONAL CASE COMPETITION November 2, 2015

35th Edition of Largest MBA Case Competition in the World Begins on January 3rd, 2016

Montreal – From January 3rd to 8th, 2016, the John Molson MBA International Case Competition will be hosting 36 local and international business schools at the Fairmont Queen Elizabeth Hotel (900 René-Lévesque Blvd. W). This year’s event will mark the **35th anniversary** of this prestigious case competition, where 19 countries from 6 continents will be represented.

The teams will be tackling seven unpublished business cases in a round-robin tournament, including the MBA ICC signature Live Case study. In the Live Case, a company which remains undisclosed until the day of the case, presents a current problem within their organization to the participants,

who must come up with and present a realistic solution to the issue. The winning team will take home the coveted Concordia Cup and 10,000\$ CAD in prize money.

In honor of the 35th anniversary of the MBA ICC, we are espousing radical openness as an approach in sustainability, thereby getting back to our roots by involving local and/or Concordia-based cooperatives as suppliers, and partnering with local non-profits to minimize waste. The student-organizers have also updated the website layout and introduced a new slogan for the MBA ICC:

Innovate. Connect. Compete.

Over the years, the organizers, volunteers, judges and sponsors have made this competition into the networking event that marks the beginning of every New Year for the Montreal business community.

The event is free and open to the general public.

Clockwise from top right: Nidish PC, Sarah Nasr, Kristina Ousmanova, Genevieve Redstone, Anju Suddul, Sean Smolka, Andrea Clarke, Miguel Ortega and Cinzia Ruberto



John Molson MBA International Case Competition

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