



World's Oldest MBA Case Competition Recruiting Judges and Sponsors

Event offers the business community an opportunity to support its future leaders

Montreal, October 22, 2012: The [John Molson MBA International Case Competition](#) (MBA ICC) is currently recruiting sponsors and judges for the 2013 edition of the competition, which will be held between January 6 and 11, 2013 at the Fairmont Queen Elizabeth Hotel in downtown Montreal.

TD Insurance Meloche Monnex, who has [sponsored the MBA ICC](#) for the past 15 years, was one of the first companies to reconfirm their commitment. Marie Cacchione, Relationship Manager, Affinity Market Group, Québec at TD Insurance, notes that the firm's involvement enables them to reach a significant international and domestic audience. *"We are always looking for ways to promote our business and get closer to our existing and potential customers. The competition allows us to do this while supporting these future business leaders. It's a win-win,"* says Cacchione.

Donald LeCavalier, Vice President Finance at Transcontinental will be a judge for the case presentations. His motivation is contributing to the education of the future leaders of the business community. *"I got involved because of the importance of business education,"* says LeCavalier. *"This competition turns into a think tank of the brightest young business minds. The event gives us over 200 potential employees that we know have tremendous talent. The caliber of the competition guarantees that."* The event also affords LeCavalier the opportunity to network with fellow judges, generating potential business for Transcontinental.

The John Molson MBA International Case Competition is hosted by Concordia University's John Molson School of Business. It is the oldest and largest MBA case competition in the world. Next January, the competition will be hosting the most diverse selection of competing schools in its history, with over half the 36 participating schools coming from outside North America. The teams will tackle seven new business cases in a six-day period, in the hopes of capturing the Concordia Cup and a cheque for \$10,000!