

INTERNATIONAL NEWS

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In the last year the Global Management Challenge celebrated 25 years. This was an historic occasion for this international competition and at this time, more than 350.000 people from Europe, Asia and America participate in this challenge. The commemoration of this anniversary started at the beginning of 2004 and ended with the International Final of Global Management Challenge, on the 13th April of 2005, in Lisbon. In this final and for the first time, there were 16 countries involved. Poland was the winner of the competition and this was their first victory.

In all these years the Global Management Challenge has been bringing together students of economics, management and engineering with managers of the biggest enterprises in the countries where the competition is played. The effectiveness of the simulator and its capacity to adapt to the changes in the markets and the opportunity that this competition gives to the competitors to test their knowledge of how to run a company, are some of the reasons for the success of Global Management Challenge worldwide. Another important factor in the Global Management Challenge is its ability to bridge the academic world with the business community. The international dimension of Global Management Challenge is only possible because of the work of local partners that organise the challenge in their countries, the sponsors that support the competition and the media partners that cover this event.
By Dr. Luis Alves Costa, President of the International Committee.

The Results of the 25th International Final in Lisbon :

- 1st: Poland
- 2nd: France
- 3rd: Macau
- 4th: People's R. of China
- 5th: Czech Republic
- 6th: Slovak Republic
- 7th: Singapore
- 8th : Belgium

Semi-finalists: Brazil, Germany, Spain, Hong Kong, India, Italy, Mexico, Portugal, and Singapore.



The International Committee for the International Final in Lisbon - 13th April, 2005

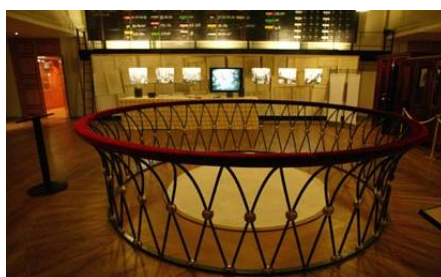
BELGIUM

GLOBAL MANAGEMENT CHALLENGE EUROMANAGER

Created in 2005

ORGANISATION: SDG Euromanager - Paris
MEDIA PARTNERS: www.references.be, www.vacature.com, Hobsons Benelux

CONTACT: Mrs Geneviève Rihouay
<http://www.euromanager.be>



KEY FIGURES

25 years, 350 000 participants since 1980
38000 competitors in 2004, 21 countries in 2005
Microsoft sponsor in 6 countries, Accenture in 3 countries and TAP Portugal in 4.

BRAZIL

GLOBAL MANAGEMENT CHALLENGE BRAZIL

Created in 1981 with 320 teams in 2004
ORGANISED BY Simbiz – Consultoria Empresarial - São Paulo
MEDIA PARTNERS: Estado de São Paulo
SPONSORS: Accenture, EDP Brazil, Microsoft, Vivo
SPECIAL COOPERATION: Agência Estado, CIEE, Fejesp, TAP Portugal, Universia e Gol



CONTACT: Mr. Fabiano Rodrigues
<http://www.globalchallenge.com.br>

PEOPLE'S REPUBLIC OF CHINA

GLOBAL MANAGEMENT CHALLENGE CHINA

Created in 1996
ORGANISED BY Beijing CDS Information Consulting Ltd
600 teams in 2004.

MEDIA PARTNERS : CCTV, China Youth Daily, China Daily 21st Century
SPONSOR: Microsoft
IN COOPERATION WITH: Icep Portugal, Icp



CONTACT : Mr. David Shi
<http://www.gmc-china.net>

A short, but long story

One evening in late May, 1969 a small group of people met in the Department of Operational Research at Strathclyde University in Glasgow, Scotland. They had just promised to design a business game for a competition to be run by the Glasgow Junior Chamber of Commerce in early November that year. This was long before the advent of micro computers and programming was only in its infancy. Still, it seemed like a good idea at the time!

This was long before the advent of micro computers and programming was only in its infancy.

years rather than the few short months available to us. But we did it and it worked!

Almost exactly 36 years later, this very same group is still arguing, and anyone stumbling on one of our meetings will confirm that they can be very heated and noisy affairs!

They will also tell you that Edit 515 Ltd (as we have been called since 1970) are very independently-minded people and that is why we (William, Ray, David, Dan and Bill) make, paradoxically,



such a strong and formidable team.

Of course, the fact that we have all enjoyed successful careers in diverse senior management roles (in international finance, commercial banking, academia,

engineering, logistics, intelligence services and consulting) has enabled us to maintain a hands-on interest in the continued success of the Global Management Challenge.

After designing and running many other business games and simulations since our formation, we still refer to, and talk about 'the game'. Furthermore, we are dedicated to looking after it and developing it even further.

The ongoing commitment and enthusiasm of the original designers has resulted in a continuous programme of development (including many metamorphisms) which resulted in the idea of a universal business game, the underlying simulation model of which formed the basis for the Global Management Challenge.

There are, many design aspects associated with the Global Management Challenge model that emphasises its uniqueness

What makes the Global Management Challenge unique?

The short answer is the people - the designers and developers, the organiser at SDG (in Lisbon), the controllers and the sponsors and media supporters worldwide - it really is a collaborative and global venture. This network of friends (I hesitate to use the term colleagues, because we are much more than that) from all over the globe is what makes the Global Management Challenge experience unique - there is nothing quite like it anywhere in the world.

There are, however, many other design aspects associated with the Global Management Challenge model that emphasises its uniqueness when compared to other business simulations:

- The programs have always been, and will continue to be, contemporaneous, robust and fair.

- The fundamental design philosophy ensures that the Global Management Challenge is sufficiently complex to facilitate and



encourage sophisticated analysis but, at the same time, it accurately reflects reality so that intuitive decision making can also achieve success - this is impossible with simplistic models.

- the Global Management

Challenge recognises the constantly evolving nature of management.

- Managers have to manage and assess the relevance of input from highly skilled experts when making decisions - and this under the pressure of time constraints.

- Expertise in group dynamics can dramatically improve the operational efficiency of teams - but not necessarily to the exclusion of entrepreneurial flare.

- All of this requires a sophisticated Virtual Business Environment - because real life training is too costly and time consuming.

Innovation and continual change is the hallmark of the Global Management Challenge

The Global Management Challenge has always reflected, and on numerous occasions even anticipated many changes in the real world. Recent significant examples include:

- The introduction of VAT at least 2 years ahead of its actual introduction

- In the early 90's, as the Global Management Challenge expanded throughout continental Europe, the idea of a single European currency became part of the simulation model through the use of the Euro as its currency - 12 years before its actual introduction.

- Businesses are now recognising the need to adopt risk aversion strategies and the Global Management Challenge has been adapted to reflect this reality.

- Another recent development has been the ability to market globally, backed by the introduction of internet trading as a new and up-to-date feature of the model.

Many less significant innovations and subtle model revisions are introduced year on year. To be realistic, simulation models must continually adapt to provide fresh challenges to the participating teams and the Global Management Challenge has consistently achieved this objective.

The Global Management Challenge and the future

Where do we go from here? Well that would be telling! Wouldn't it?

Suffice to say that the current designers and developers still include the original 5 friends who formed Edit 515 Ltd all those years ago. It's still our 'baby' (so to speak) and we LOVE it. While we believe in changing the bath water regularly we have no intention of throwing the 'baby' out with it. So enjoy the current version but ...

watch this space!

By Bill Armitage, Bill Robertson, Dan Davidson, David Hutchings, Ray Taylor, EDIT 515
<http://www.edit515.co.uk>

CZECH REPUBLIC

EUROMANAGER

Created in 2002 and
ORGANISED BY:
Recruitment International
- Praha

261 teams participating.
MEDIA PARTNERS:
Prace, Radiozurnal, Super
Vision.

SPONSOR: Microsoft
IN COOPERATION

WITH: Aiesec, Allianz
Crowne Plaza Hotel, CSA – Czech Airlines,
Deloitte, Czechinvest, GE Money, H.L.M Praha,
Ministerstvo Skolstvi Mladeze A Telovychovy



CONTACT : Mr. Jan Vymetal
<http://euromanager.cz>

HONG KONG

GLOBAL MANAGEMENT CHALLENGE

CREATED in 2005

ORGANISATION: Louis Lai & Luk

CONTACT: Mr. Danny Luk

INDIA

JOINT VENTURE BETWEEN Asian
Association of Management Organization and
SDG Portugal Lda

FRANCE

GLOBAL MANAGEMENT CHALLENGE EUROMANAGER

Competition created in
1995

ORGANISED BY SDG
Euromanager - Paris
174 teams in 2004

MEDIA PARTNERS: Le
Figaro Etudiant, Hobsons
France, Radio Classique
SPONSORS: Crédit
Agricole SA until 2001,
PricewaterhouseCoopers
until 1996

**SPECIAL
COOPERATION:** TAP Portugal, Université
Paris1 Panthéon-Sorbonne.

Contact : Mrs Geneviève Rihouay
<http://www.euromanager.fr>



GERMANY

MARGA



**JOINT VENTURE BET-
WEEN** esmt European
School of Management
and Technology - Berlin
and SDG Portugal Lda

Competition created in
1971

MEDIA PARTNER:
Verlagsgruppe

Handelsblatt

CONTACT: Mr. Andreas Nill
<http://www.esmt.org/marga>

ITALY

GLOBAL MANAGEMENT CHALLENGE

Created in 2002

ORGANISATION: IML Italia,
Divisione Business
Simulations - Roma

MEDIA PARTNERS: Class
Editori (Campus, Milano
Finanza, Italia Oggi)

SPONSORS: Politecnico di
Milano, Università Roma Tor
Vergata, MIP, CUOA, SDA Bocconi



CONTACT : Mr. Pierre Derenemesnil
<http://www.challengeitalia.com>

MACAU

GLOBAL MANAGEMENT CHALLENGE GESTAO GLOBAL

Created in 1995

ORGANISATION: Macau Management Association

MEDIA PARTNERS:
Macao Daily News, Jornal Tribuna de Macau,
TDM Macao and Instituto de Formacao
Turistica.

SPONSORS: Companhia de Electricidade de
Macau, Companhia de Telecomunicoes de
Macau S.A.R.L., Fundacao Macau

SPECIAL COOPERATION: Instituto de
Promodao do Comercio e do Investimento de
Macau, Autoridade Monetaria de Macau,
Transmac-Transportes Urbanos de Macau,
S.A.R.L., Sociedade do Aeroporto Internacional
de Macau, S.A.R.L., IACM, Fundacao Oriente,
ICEP Portugal
56 teams last year.

CONTACT: Mr. Chui Sai Cheong
<http://www.gmc-asia.com>

MEXICO

GESTION GLOBAL

Created in 1995
More than 400 teams in
2004

ORGANISATION: DEMO -
Decisiones Empresariales -
Mexico

MEDIA PARTNERS: Factor
91, Publico

SPONSORS: Becas
Gestion, Univerisia

SPECIAL COOPERATION:
Alquimia, Comparmex,
American Airlines



CONTACT:
Mr. Carlos Farcug
<http://www.gestion.com.mx>

ROMANIA

EUROMANAGER GLOBAL MANAGEMENT CHALLENGE

ORGANISED BY: DCG,
Profiles International &
Ziarul Financiar

PATRONS OF HONOUR:
National Bank of Romania,
UNDP Romania,
Romanian Senate

SPONSORS: RoBank-OTP Group, Athenee
Palace Hilton

MEDIA PARTNERS: Ziarul Financiar, InfoPro,
Business Magazin, Psihologia Azi

CONTACT: Mr. Doru Dima
<http://www.euromanager.ro>



t e s t i m o n i a l s

"We are very pleased to be involved in this world wide initiative that already celebrated it's 25Th anniversary. In Portugal we have been sponsors for almost eight years and since then we extended our collaboration to several other countries, being part of this successful project is very rewarding for us. This strategy and management competition is very important for those who participate: through this event young people have an opportunity to learn more about the management challenges that they will face in the future and how to run a company. For those who are already working the competition is an outstanding opportunity to test theirs skills. Being an international competition, the participants and the sponsors also have a unique opportunity to learn about different cultures and establish very interesting and fruitful connections." **Rodrigo Costa, Vice President of Microsoft Corporation**

"Every year the results have been better. The company employed 15 players in last game, and this year we intend to grow this number. The association between Accenture and Global Management Challenge improves our brand". **Lauro Chacon, Accenture Human Ressources Director - Brazil**

"For the second successive year, I have encouraged my Corporate Strategie students to take part in the Euromanager Challenge. I find the concept of the Global Management Challenge particularly attractive in that its links theoretical learning and practical application". **Paul Verdin, Professor & Head of the Strategy and Organisation Chair at the Solvay Business School - Belgium**



The Polish delegation won the International Final 2004 and will organise the International Final in Warsaw in April 2006.

POLAND

EUROMANAGER - GLOBAL MANAGEMENT CHALLENGE

CREATED in 2000 and **ORGANISED BY** Bigram SA, Personnel Consulting
293 teams in 2004

MEDIA PARTNERS: Rzeczpospolita, Businessman Magazine, Wirtualna Polska, Personel
PATRON OF HONOUR: Warsaw Stock Exchange, National Bank of Poland
SPONSORS: Bank Millennium, Deloitte, Metro Group, Microsoft
SPECIAL COOPERATION: British Polish Chamber of Commerce, Jobpilot, Foundation for Capital Market Education

CONTACT: Mr. Piotr Wielgomas - <http://www.euromanager.pl>

PORTUGAL

GESTAO GLOBAL

Created in 1980
512 teams in
2004

ORGANISATION:
SDG -
Simuladores e
Modelos de
Gestão, Lda.

**MEDIA
PARTNER:**

Expresso

SPONSORS :

Imperio Bonança, Accenture, Portugal Telecom,
Microsoft, Alcatel, Barclays, SAP, EDP, Staples
Office Centre, CTT Correios, Águas de Portugal,
REN

SPECIAL COOPERATION : TAP Portugal,
IAPMEI Portuguese Institute for the
Support of Small and Medium Sized
Enterprises and for the Investment, IEFP
Portuguese Institute for Professional
Training, ICEP Portugal Portuguese Trade
Office, Euronext Lisbon, Aiesec Portugal,
Telepac

CONTACT :
Mr. Pedro Alves Costa
<http://www.sdg.pt>



SINGAPORE

JOINT VENTURE BETWEEN Asian
Association of Management Organization
and SDG Portugal Lda

Director of the publication: Geneviève Rihouay
Realisation : Juliette de Boisfleury

SDG Euromanager - 58 rue Tiquetonne - F 75002 Paris
Tel : +33 1 42 33 12 13 - challenge@euromanager.fr

In collaboration with:

Dr. Luis Alves Costa - SDG Portugal Lda

SPAIN

GESTION GLOBAL

Created in 1991
N° of teams : 512



ORGANISATION: SC -
Strategic Company - Madrid
MEDIA PARTNERS: Expansion,
Gaceta Universitaria
SPONSORS: Accenture,
Iberdrola
SPECIAL COOPERATION:
Aiesec, Cesma, Internet
Factory, Univerisia

CONTACT : Mr. Jose Maria Cobo Martin
<http://www.gestionglobal.net>

SLOVAKIA

EUROMANAGER

Created in 2003



ORGANISATION: Recruitment
International - Bratislava
MEDIA PARTNER: SME
SPONSOR: Microsoft
SPECIAL COOPERATION:
Aiesec, Berlin Chemie, BPP -
Professional Education,
British Chamber of
Commerce, Citigroup, Coca
Cola, Deloitte, Eurotel,
Ministerstvo Skolsva
Slovenskej Republiky

CONTACT :
Mrs. Sylvia Kotucova
<http://www.euromanager.sk>



testimonials

"PricewaterhouseCoopers is happy to be the partner of Euromanager, the Global Management Challenge, for the tenth successive year. This tournament is a good example of connected thinking, an expression which translates the power of our organisation worldwide. Connecting people from different worlds - corporate executives, students and professors in the context of a strategic challenge - and enriching the experience and knowledge of each one - is what makes for the conditions of an exceptional human adventure." **Jean-Emmanuel Combes, Senior Partner Communications & Marketing Europe, PricewaterhouseCoopers - France**

"The Global Management Challenge is an exciting competition which allows students to put their knowledge into practice, to take part in an international tournament with real spirit and to confront the corporate world. This latter element is undoubtedly the basis for a fruitful and convivial exchange between practising managers and students. It is a great occasion to discover the company another way." **Karine Fernet-Scherer, Head of Recruitment Department, Groupe Crédit Agricole SA - France**

"Degussa has been playing MARGA for years! The participants work with lots of enthusiasm and always motivate each other in the competition. Our company management rewards the great commitment of our teams, especially in their leisure time, and considers MARGA to be an indispensable part of our in-house training program!" **Dr. Hans Strack, Degussa - Germany**

COMING SOON

**DENMARK, GREECE, QATAR,
UK**

and

SWITZERLAND :

**GLOBAL MANAGEMENT CHALLENGE
EUROMANAGER**

ORGANISED BY SDG Euromanager - Paris