

Invitation for Danmarks Tekniske Universitet team(s)
to compete in the ‘mai Bangkok Business Challenge® @ Sasin 2013’

February 28 – March 2, 2013 in Bangkok, Thailand.

Dear President Anders Overgaard Bjarklev,

Advocating sustainable development, the ‘**mai Bangkok Business Challenge® @ Sasin 2013**’ cordially invites graduate student team(s) from **Danmarks Tekniske Universitet** to submit a business plan that is proactive in sustainable development.

Held annually since 2002, originally as the Bangkok Business Challenge®, the ‘**mai Bangkok Business Challenge® @ Sasin**’ competition has been co-hosted since 2007 by the Market for Alternative Investment (mai), Thailand’s Stock Exchange for medium-sized public companies, and Sasin Graduate Institute of Business Administration of Chulalongkorn University - the first and only AACSB and EQUIS accredited business school in Thailand and a co-founder of AAPBS (Association of Asia-Pacific Business Schools). In 2008, this competition was launched globally, becoming Thailand’s first (and only) global new venture plan competition, accepting 55 entries from 23 countries last year. Past entries include teams from Alakhawayn University - Morocco, ALBA Graduate Business School – Greece, Cornell University, EMLYON Business School, ESSEC, Fudan University, IAE Business School – Universidad Austral – Argentina, IE Business School – Spain, Indian School of Business, INSEAD, Keio University, Kellogg School of Management, Mannheim Business School, Peking University, Prasetiya Mulya Business School – Indonesia, Queensland University of Technology, Reykjavík University, Tsinghua University, University of Chicago, WHU - Otto Beisheim School of Management, etc. A full list of past entries is archived on our website: www.bbc.in.th.

Corrosion Solutions, University of Oregon, U.S.A., won H.M. the King of Thailand’s Award at the ‘mai Bangkok Business Challenge® @ Sasin 2012’.

Indirect Imaging, Rice University, U.S.A., won H.M. the King of Thailand’s Award at the ‘mai Bangkok Business Challenge® @ Sasin 2010’.

Immeasure of Technical University of Denmark, Denmark, won H.M. the King of Thailand’s Award at the ‘mai Bangkok Business Challenge® @ Sasin 2009’.

Immutell of Aarhus School of Business, Denmark, won H.M. the King of Thailand’s Award at the ‘mai Bangkok Business Challenge® @ Sasin 2008’.

Setting a new precedent in the standard of global business plan competitions, the goal of the competition is to encourage new ventures by instilling an entrepreneurial spirit in young minds and educating the general public about specific business planning skills and presentation techniques.

For the '**mai Bangkok Business Challenge[®] @ Sasin 2013**' competition, student teams from throughout the world are being invited to compete for prizes with over \$113,000 in total value, including over \$29,000 in cash, with the grand winner also receiving H.M. the King of Thailand's Award.

Each business administration program at the master's or doctoral level can send ONE representative team. For example, if your institution/university/school/faculty offers the following five business administration programs: M.B.A. (in Thai), M.B.A. (in English), Exec M.B.A. (in Thai), Exec M.B.A. (in English) and M.Sc. in Finance, you can send up to five teams, one team representing each of the five programs. For complete details, including eligibility and official rules, please consult www.bbc.in.th. (currently being updated.)

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 by entering the '**mai Bangkok Business Challenge[®] @ Sasin 2013**' competition, with this prestigious event promising to provide an unforgettable and invaluable learning experience for all the participants. We strongly urge your participation and ask that each student team complete and submit **an application form** with **a Summary Business Plan**, available on our website: www.bbc.in.th, *during November 8, 2012 to December 30, 2012.*

An optional complimentary tour will be provided on March 3, 2013.

The '**mai Bangkok Business Challenge[®] @ Sasin 2013**' Committee would be glad to provide further details about the competition. If you require further information, please contact our office at Tel: + 66 (0) 2 218 4001 – 9, Ext. 181-182 or contact@bbc.in.th.

Sincerely,

Assoc. Prof. Adith Cheosakul, Ph.D.

Chairman

The mai Bangkok Business Challenge[®] @ Sasin 2013

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