



The Fresh Connection APICS Global Student Challenge

**The Fresh Connection APICS Global Student Challenge 2016 is
about to kick off!**

Amsterdam, December 2015

Starting today students worldwide can sign up for the third edition of The Fresh Connection APICS Global Student Challenge. The best teams can win a trip to Washington D.C. USA and up to \$5,000 in total cash prizes!

This annual challenge is designed as a competition between students across the globe that are interested in supply chain management. The goal is to make the best strategic and tactical decisions for the value chain to save the virtual company, The Fresh Connection, from financial ruin.

Over 15.000 professionals in 600 companies across the world have experienced the online business simulation game The Fresh Connection since its launch in 2008.

The Fresh Connection APICS Global Student Challenge 2016 gives students and teachers a unique opportunity to experience the game itself, to learn valuable skills and to match these skills against the best students in the world.

Qualification Rounds start January 4th and will run until April 1st. The teams that are able to score a positive Return on Investment (ROI) will qualify for the Global Rounds. In these rounds, taking place between April 25th and June 3rd, simply scoring a positive ROI is no longer sufficient, only the best scoring team of each continent will be selected to go to the Finals in Washington D.C., USA!

Prior to the APICS 2016 Conference the continent winners of the Challenge will compete alongside 9 APICS District Case Competition winners to become the APICS TFC Global Student Champion 2016.

For registration and more information please visit the new website:

www.tfcstudentchallenge.org.

New this year is The Talent Connection!

The Talent Connection is a global pool full of fresh talents available to major corporations who are looking for perfect matching candidates for their internships and vacancies! Students will become a candidate in the talent program when participating in the Challenge.

Notes for editors

The Fresh Connection is a cross-functional business simulation which motivates your team to deliver optimal performance by using supply chain management best practices from real-world situations. Inchainge specializes in web based learning experiences including The Fresh Connection and The Cool Connection. Together with an expanding partner network spanning all continents their business simulations are incorporated in the learning programs of companies, banks, universities and business schools around the globe. Please visit www.thefreshconnection.biz or www.thecoolconnection.org for more information.

Official sponsor and co-organizer of The Fresh Connection APICS Global Student Challenge is APICS, the leading professional organization for supply chain and operations management and the premier provider of research, education and certification programs that elevate end-to-end supply chain excellence, innovation and resilience. With over 43,000 members and more than 300 international partners, APICS is transforming the way people do business, drive growth and reach global customers.

For more information, please contact:

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(Please note that due to time zone differences you will receive a reply within 12 hours)