



The Fresh Connection APICS Global Student Challenge

**The Fresh Connection APICS Global Student Challenge 2015 is
about to kick off!**

Amsterdam, December 2014

Starting today students worldwide can sign up for the second edition of The Fresh Connection APICS Global Student Challenge. The best teams can win a trip to Las Vegas 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 10.000 professionals in 500 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 2015 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 5th and will run until April 10th. The teams that are able to score a positive Return on Investment (ROI) during at least one of the three rounds will qualify for the Global Rounds. In these rounds, taking place between April 27th and June 5th, 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 Las Vegas, USA!

Prior to the APICS 2015 Conference the continent winners of Challenge will compete alongside 9 APICS District Case Competition winners to become the Apics TFC Global Student Champion 2015.

For registration and more information please visit the new website:

www.tfcstudentchallenge.org.

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. Inchange 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 37,000 members and more than 250 international partners, APICS is transforming the way people do business, drive growth and reach global customers.

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