



# Global Student Challenge

Powered by Supply Chain Finance

**The 3<sup>rd</sup> edition of the Global Student Challenge starts today!**

Amsterdam, May 2016

**The [Supply Chain Finance Community](#) is proud to announce the 3<sup>rd</sup> edition of the Global Student Challenge! Cash prizes of €20,000 in total and a trip to the Netherlands are among the rewards for successful competitors. All participants will also become candidates to the new talent platform, The Talent Connection!**

The Global Student Challenge, powered by the Supply Chain Finance Community, is an annual challenge for students across the globe who are interested in supply chain finance. This Challenge is based on [The Cool Connection](#), a simulation specifically designed around bridging the physical and financial supply chain. The challenge is to make the best strategic and tactical decisions to save the virtual company, The Cool Connection, from financial ruin. The best students can win a trip to the Netherlands and a total of €20,000 in cash prizes!

The Global Student Challenge addresses the need for knowledge and product development in the area of Supply Chain Finance (SCF) and aims to bridge the gap between the academic world and the corporate sector. The Challenge is aimed at stimulating interaction between corporates, banks and knowledge institutions. Part of this is a new talent program: [The Talent Connection](#). The Talent Connection facilitates companies in finding the best students for both internship and job opportunities. By participating in the Challenge, students are assessed based on their performance, skills and capabilities, which create a unique profile of each student.

Starting today the Qualification Phase is open and students can [register](#) and form teams to start the Challenge. Starting out with only needing to obtain a positive Return on Investment (ROI), the students can qualify. Later on they need to distinguish themselves as one of the best in their region in order to be able to proceed to the next rounds. From this year on, some universities will also organize a Regional Final on site. Winners of these Regional Finals have a guaranteed spot in the Global Final! Any university interested in organizing a Regional Final, can report to the organizing committee: [info@globalstudentchallenge.org](mailto:info@globalstudentchallenge.org)

For registration and more information please visit the new website:

[www.globalstudentchallenge.org](http://www.globalstudentchallenge.org)

## **Notes for editors**

The Global Student Challenge is organized by the SCF Community, a not-for profit organisation dedicated to sharing experience, best practice and new research on Supply Chain Finance. This interdisciplinary community bridges Finance, Treasury, Supply Chain Operations, Logistics and Procurement functions. The SCF Community was founded by universities and business schools from more than 25 countries and supported by a range of companies and banks. Its mission is to share the opportunities, challenges, benefits, costs, methodologies, tools and instruments of Supply Chain Finance. For further information, please see [www.scfcommunity.org](http://www.scfcommunity.org) or [www.dinalog.nl](http://www.dinalog.nl).

Windesheim University of Applied Sciences is hosting the grand final of the student competition in April 2017. With 20.300 students, thousands of other study participants and more than 1.800 members of staff, Windesheim is one of the biggest universities of applied sciences in the Netherlands. Supply Chain Finance is one of the focus areas of the Strategic Entrepreneurship Research Centre and headed by Michiel Steeman, Professor of Supply Chain Finance. Please visit [www.windesheiminternational.nl](http://www.windesheiminternational.nl) for more information.

The Cool Connection is a web based learning experience and business simulation launched by Inchange B.V. with a focus on the connection between the physical and financial supply chain. Inchange specializes in web based learning experiences including The Cool Connection and The Fresh Connection. Together with its partner network spanning all continents its simulations are incorporated in the learning programs of companies, banks, universities and business schools around the globe. Please visit [www.thecoolconnection.org](http://www.thecoolconnection.org) or [www.thefreshconnection.biz](http://www.thefreshconnection.biz) for more information.

For more information, contact:  
Global Student Challenge support team  
[info@globalstudentchallenge.org](mailto:info@globalstudentchallenge.org)

For more information on the SCF Community contact:  
Mike Hewitt, Managing Director, Adageo Media:  
[mikeh@adageo.com](mailto:mikeh@adageo.com) Tel Mob: +44 7824 829147 Office: +44 20 3086 7753