

Euromanager -GMC Poland 2006



– only eight teams reach the finals

Global Management Challenge is a unique computer simulation, which imitates the conditions of the free market economy. The participants, registered in teams, prepare a strategy for an international company, and then they make all the decisions based on the day-to-day operations of the company. The teams compete on a common market, selling the same products, purchasing the same raw materials, and employing the same people. 'The most important advantage for the participants is the fact that in a week they get to simulate a quarter period of operation of a company. Several hours after the delivery of their decisions, they get feedback on their performance in a management report. Thanks to this process, they can have a better understanding of the quality of their decisions and, more importantly, to analyse the reactions of their competitors,' says Luis Alves Costa, President, SDG, the international organiser. The objective of the project is to gain a competitive advantage and the highest share value of the company on the stock exchange.

GMC has been around since 1980. This year it has been organised in 21 countries. In Poland, seven editions of the contest have already been organised by BIGRAM Personnel Consulting. In total more than 7,000 people engaged in management theory and practice have taken advantage of the simulator. In this year's edition, 267 teams (1,200 people) have been registered. 'For us, Euromanager has been a great opportunity to see how a real company operates,' says Jan Wykrytowicz, Market Researcher (IQS and QUANT Group Sp. z o.o.), a Ph.D. student at Warsaw University. 'We observed internal relations between different areas of management in a company, how a single operational decision

can influence the whole company and even destroy a carefully prepared strategy (or make you the winner!). I found this year's edition of the GMC very challenging. The competition was very hard. The most important fact I have observed is the growing knowledge and experience of the teams. It is not only the strategies, but also the subtle differences between our decisions that make the winners here.'

After the first two stages, the leaders are now known. Teams to participate in the final are the managers from Millennium Bank, Wybrzeże Elektrociepłowni (Wybrzeże Heat and Power Station), Bank Zachodni WBK, KPMG Audyt and PTK Centertel.

'Euromanager is a great practical training,' says Anna Gapińska of Elektrociepłowni Wybrzeże. 'It mobilises the participants to learn about the latest trends in press and literature. The knowledge achieved influences not only conscious decision-making in the game, but also at work. Participation in the contest felt like managing a real company, and not a virtual one. It is very useful at work, because it teaches us to assume responsibility for our actions. Each of us represents a different division and that is why we complete each other so well. We are well adapted to group work, in this game and beyond it.'

The finalists include three student teams, as well, two of whom are sponsored by Millennium Bank. The third consists of students of Wrocław University of Technology, sponsored by the Foundation for Capital Market Education. The best eight teams geared up for business battle for the last time on 22 November at the abode of METRO Group to compete for a trip to the exotic Macao for the global contest of virtual business masters.

The results were announced during the evening Gala at the Sheraton Hotel. Guests for the evening included representatives of the Honorary Patrons, the Warsaw Stock Exchange and the National Bank of Poland. According to our tradition the diplomas were received from representatives of the sponsors: Millennium Bank, Deloitte and METRO Group.

The evening was hosted by Iwona Shymalla and Pedro Alves Costa, the Vice President of SDG, the global contest organiser. The best team will compete in Macao against representatives of 22 other countries. There will be also a UK team present, since Great Britain joined the GMC this year. They are now starting their first round. The game is organised by Hobsons.

In Poland, registration for the next edition will start in January 2007. For better preparation, the registered teams will go through a training programme before starting the real competition. More information: www.gmcpoland.pl

Organiser in Poland:

BIGRAM Personnel Consulting

Honorary patronage:

Warsaw Stock Exchange, National Bank of Poland

Sponsors:

Bank Millennium, Deloitte, METRO Group

Media patronage:

Rzeczpospolita, Wirtualna Polska, Personel

Cooperation:

British Polish Chamber of Commerce, Foundation for Capital Market Education, Jobpilot.pl