



# IX<sup>th</sup> finals of Global Management Challenge Poland/ Euromanager

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*The Global Management Challenge (GMC) is the biggest Strategic and Management Competition in the world. Each team must run a simulated company, with the objective of getting the highest company share price on the simulated Stock exchange.*

**O**n 21 November the Global Management Challenge National Finals were held at MARS Polska in Warsaw. The 16 teams that went through to the national finals of this year's challenge started the contest in March of this year. During two stages played online, from May to October, they defeated almost 370 registered teams. For several months, they made responsible strategic decisions, entered new markets, competed for customers and recruited employees. They also encountered barriers due to the changing currency exchange rates.

Key management decisions regarding restructuring the company were required of the teams. In the autumn round, the companies conquered the Internet, developing online sales of their products. All players looked for a more effective method of using the resources of the company.

The finalists belong to an elite group of managers with extensive knowledge and an unquestionable talent for business. During the last stage of the competition, the participants acted as teams of managers of Bank Gospodarstwa Krajowego, KPMG, Makro Cash and Carry, MARS Polska, BRE Bank, College of Communication and Management in Poznan. The students were sponsored by Millennium Bank, MARS Polska, STRABAG, Multibank, NBPortal.pl, Rzeczpospolita and qpracy.pl.

The results were announced at the Gala Dinner later that evening. The winning team was APVP – Warsaw University

students, sponsored by Rzeczpospolita. The diplomas and prizes were delivered by Mr Tadeusz Deszkiewicz from the National Bank of Poland. The team members will now face another challenge – representing Poland during the Global Final of GMC in Lisbon in April 2009. In Portugal, the best teams from 30 countries will meet, including representatives from Great Britain.

"We are very happy to receive this award. We wish to thank our sponsor Rzeczpospolita and other competing teams, especially Ewolwenta and Exocon Junior. Now all we have to do is go to Lisbon for the International Final and win the championship!" promised APVP's team leader.

GMC wishes our team every success on the international stage. We are convinced that they will be able to repeat the numerous successes of Poles in this contest (1st place in 2004, 2nd place in 2005 and 2006 and 4th place for the team of Warsaw Leaders in last year's Global Final).

Prizes for second place went to Execon Junior, a student team sponsored by Millennium Bank. "It is an honor to be here among the best teams" – they said. Also on podium, in third place was Ewolwenta, a team from the College of Communications and Management.

GMC has been present in Poland since 2000 and, to date, over 10,000 managers and students have faced the challenge of the virtual business environment. The project is run under the honorary patronage of

the Warsaw Stock Exchange and National Bank of Poland. General Sponsors for GMC 2008 are: Millennium Bank, Deloitte, MARS, METRO Group, Telekomunikacja Polska. Media Patrons: Rzeczpospolita, Parkiet, Manager Magazin, Personel i Zarzadzanie. Polish editions of the contest are organised in cooperation with the BPPC.

"The next edition will be very special for us as for the tenth time we will launch GMC Poland," said Paulina Mazur, Project Manager. "We are also very proud to announce that the GMC programme received a Certificate for Enhanced Learning (CEL) from the prestigious and well-known European Foundation for Management Development," ([www.efmd.com](http://www.efmd.com)). CEL is described by its creators as a "quality management system for e-learning supported programmes in the field of management education." The aim of CEL is to raise the standard of e-learning programmes worldwide.

"We are delighted with the CEL accreditation and will continue to develop our best efforts in order to maintain the highest level of advanced simulation and training programs for students and executives." - says Dr. Pedro Alves Costa, vice president of World GMC.

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[www.worldgmc.com](http://www.worldgmc.com) and  
[www.gmcpoland.pl](http://www.gmcpoland.pl)