



Global Student Challenge
powered by: The Cool Connection



Global Student Challenge
powered by: The Fresh Connection

The 4th edition of the Global Student Challenge starts today!

Amsterdam, September 2017

We are proud to announce the 4th edition of the Global Student Challenge! A total of €20,000 in cash prizes and a trip to The Netherlands are among the rewards for successful competitors. All participants also get exclusive membership to our talent platform, The Talent Connection!

The Global Student Challenge is now Bigger, Better, and re-Branded into a Stylish New Outfit! This year for the first time we have the two tracks, **The Cool Connection (TCC)** and **The Fresh Connection (TFC)**, running simultaneously and merging during the Global Final Week! The Fresh Connection zooms in on Supply Chain Strategy, S&OP and managing Supply Chain trade-offs, whereas The Cool Connection is about managing the whole value chain with a focus on bridging the physical and the financial Supply Chain.

The Global Student Challenge, is the no. 1 competition in the Supply Chain domain. Annually, thousands of students from across the globe sign on. The Challenge is to make the best strategic and tactical decisions to save the virtual company, **TCC** or **TFC**, from financial ruin. Students get to **learn by experience**, gain valuable knowledge, and develop skills needed to cross over to the corporate sector.

The Challenge aims to bridge the gap between the academic and corporate Supply Chain world. This means creating a platform for students to learn by experience and kick start their careers, and for companies to tap into talent and gain access to future business leaders. Participants gain exclusive membership to our talent platform, **The Talent Connection**. Top companies like KPMG and Amgen use The Talent Connection to find the best Supply Chain Talents. Even more so, starting this year, corporate networking & recruitment will be an integral part of the Global Final Week!

Students and teachers can now [join the Challenge](#) and start their Supply Chain journey. After selecting the preferred track, the first step is to reach positive results during the Qualification Phase, which is completely online. The next step is to become the best team in a region. The Regional Finals will consist of both online and physical events organized by our partner universities. Winners of these Regional Finals have a guaranteed spot in the Global Final!

Check out each track's brand-new website for more information:

The Cool Connection: www.globalstudentchallenge.org

The Fresh Connection: www.tfcstudentchallenge.org

Notes for editors:

The Global Student Challenge is powered by The Fresh Connection and The Cool Connection, which are business simulations with a focus on Supply Chain Management and Supply Chain Finance launched by **Inchange B.V.** Inchange specializes in web based learning experiences. 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.thefreshconnection.biz (for The Fresh Connection) or www.thecoolconnection.org (for The Cool Connection) for more information.

The Global Student Challenge, powered by The Cool Connection is organized together with 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 or www.dinalog.nl.

Windesheim University of Applied Sciences every year hosts the Global Final week of the Global Student Challenge. 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 for more information.

For more information, contact:

Global Student Challenge support team
info@globalstudentchallenge.org

For more information on the SCF Community contact:

Mike Hewitt, Managing Director, Adaugeo Media:
mikeh@adaugeo.com

Tel Mob: +44 7824 829147 Office: +44 20 3086 7753