



CHULALONGKORN
BUSINESS SCHOOL



CIBCC

**CIBCC 2024
OVERVIEW**

CHULALONGKORN INTERNATIONAL
BUSINESS CASE COMPETITION

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CIBCC 2024

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INTRODUCTION



ABOUT CIBCC

Chulalongkorn International Business Case Competition (CIBCC)

is a prestigious event for undergraduate students from top universities worldwide, organized by the Chulalongkorn Case Club, a part of the Chulalongkorn Business School, Chulalongkorn University. Here, these exceptional students will present their business recommendations to Thai businesses and the event will conclude with presentations from the winners of the competition.

CIBCC 2024 marks the 10th edition of this remarkable competition and will span a 7-day event, from **May 20th to May 26th, 2024.**

Participants will be warmly welcomed to **the vibrant city of Bangkok and the enchanting locale of Rayong**, where they will delve into the fascinating realm of Thai business. This event promises a once-in-a-lifetime experience in Thailand, a journey into the heart of Southeast Asia's dynamic business landscape.

GOALS AND OBJECTIVES

- 01** To create opportunities for **knowledge sharing** between university students and Thai businesses
- 02** To provide **real business** learning experience where students are rigorously challenged
- 03** To promote the **beauty of Thai** natural resources and culture around the world

WHY JOINING CIBCC?

01

GLOBAL PRESENCE

Becoming globally recognized with the audiences from more than 20 top universities around the world.



02

POOL OF TALENTS

Gaining exposure and recruiting opportunities of top-tier students from prestigious universities.



03

EXTRAORDINARY EXPERIENCE

Experiencing a professional case competition as well as having networking activities with top executives.



PREVIOUS CASE STUDIES

During the competition, university teams will be presented with a “case” which will outline a real company’s issues and problems. The case may cover any aspect of the company’s business (e.g. Strategy, Operations, Finance, etc.). The teams will then be given an allotted number of hours which will be an 8-hour case and a 24-hour case, to prepare and present a recommendation to the case company.



BeBetter Wellness

How can BeBetter achieve the target short-term growth rate of 35% over the next two years and the long-term growth rate of 10% thereafter?



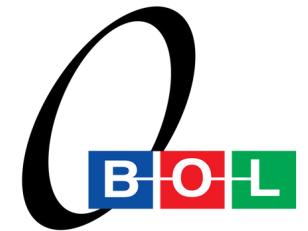
Phuket Net-Zero 2040

How can Phuket Province become a net-zero carbon province by 2040?

PREVIOUS EVENT



PREVIOUS SPONSORS



PREVIOUS ACADEMIC PARTNERS



Brillantive



McKinsey&Company



strategy&



PREVIOUS UNIVERSITIES







CIBCC 2024



OUR ADVISOR

ASSOC. PROF. BURAJ PATRAKOSOL, PH.D.

Associate Director, BBA International Program
Chulalongkorn Business School

“We are delighted to welcome you to Thailand's largest student-organized international business case competition. With our ambition to foster innovative business ideas and cross-cultural collaborations, we are passionately driven to achieve excellence every year we arrange CIBCC. Your support is highly appreciated.”

CIBCC VENUES

Bangkok

With its blend of modern skyscrapers, cultural heritage sites, and vibrant street markets, participants will have the opportunity to delve into the heart of Thai business, experiencing the dynamic and thriving economic landscape of the country.

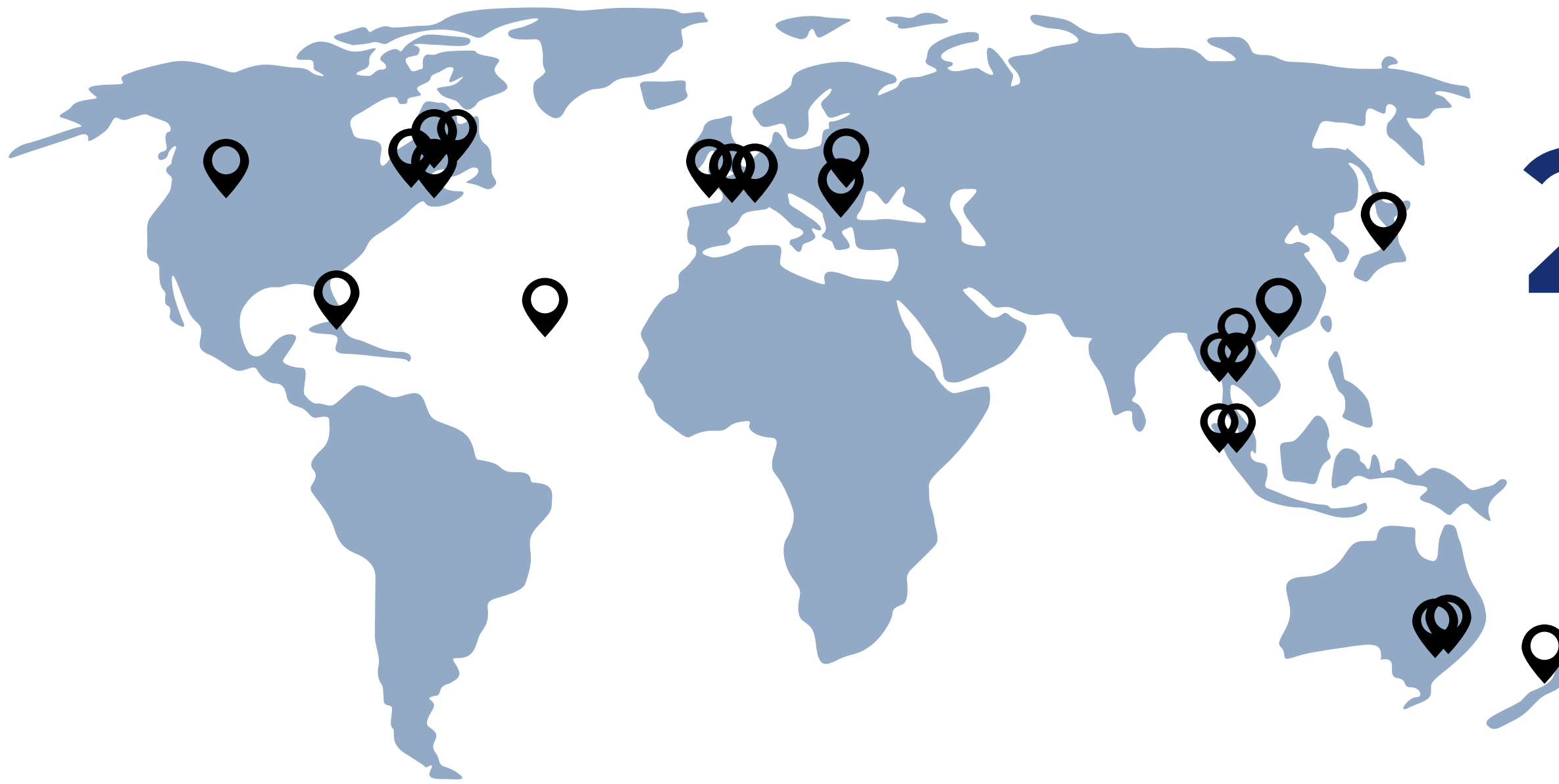
Timeline: 20th - 21st May 2024
Venue for 8-HR Case

Rayong

Nestled along the Gulf of Thailand as a coastal gem, Rayong's pristine beaches, lush landscapes, and access to Thailand's industrial heartland offer a unique perspective on the country's diverse economic and natural landscapes.

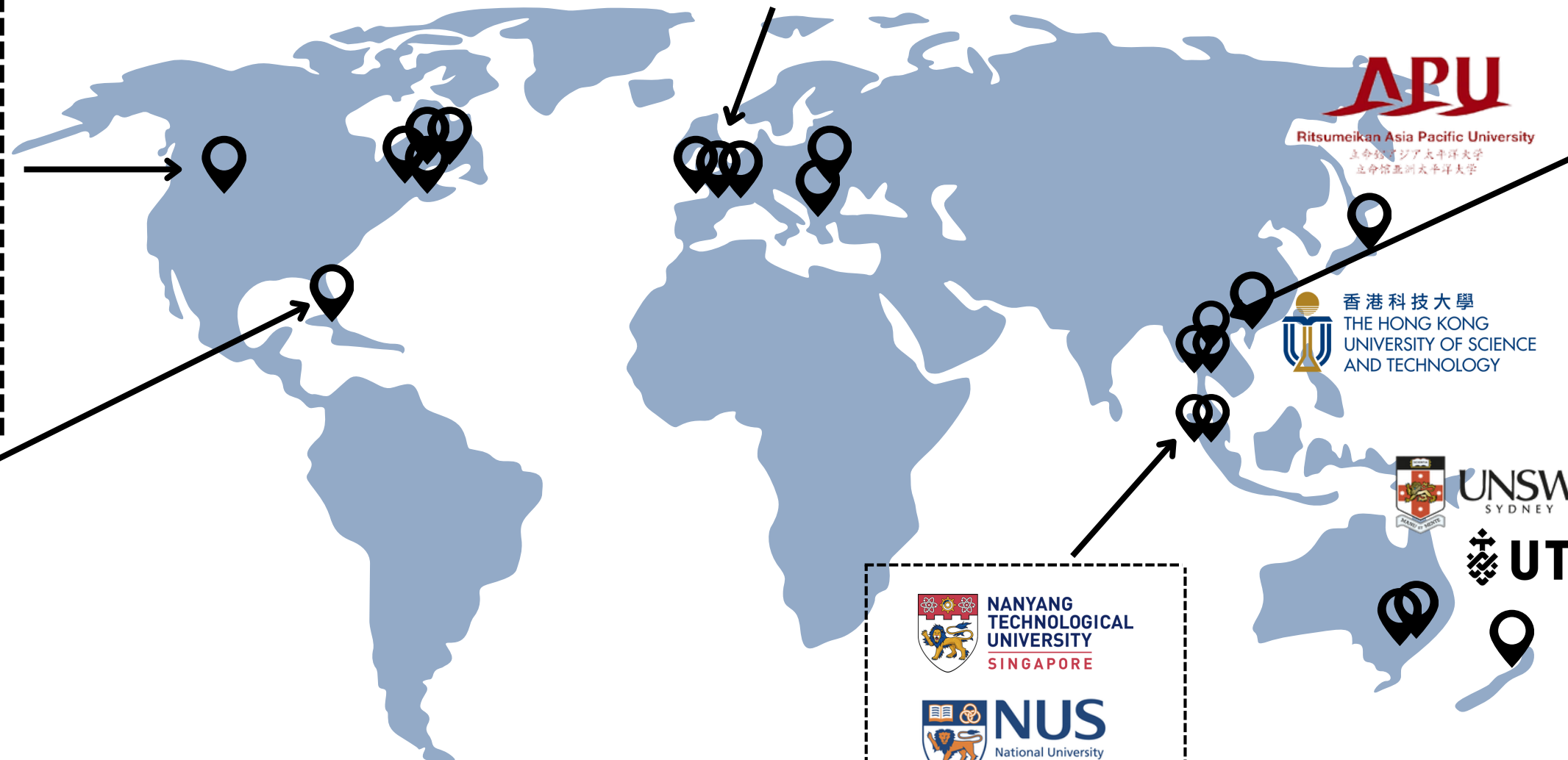
Timeline: 22nd - 26th May 2024
Venue for 24-HR Case

CIBCC 2024 UNIVERSITIES

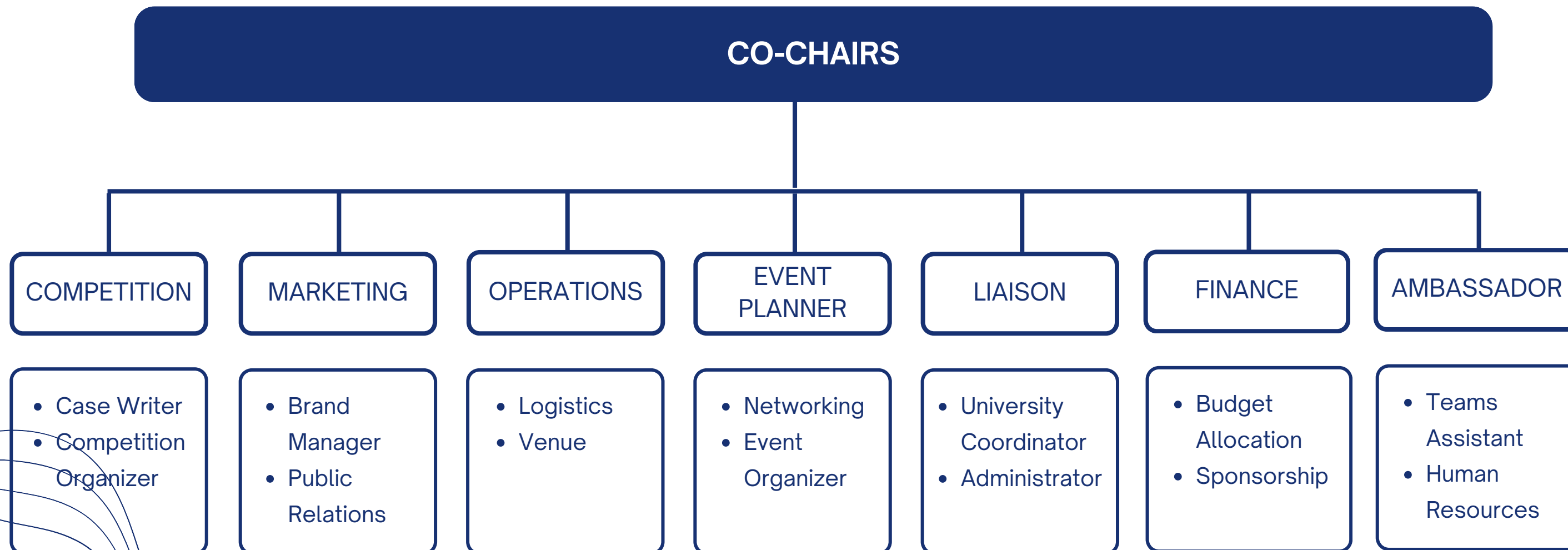


20 Top-tier universities
12 Countries around the world

CIBCC 2024 UNIVERSITIES



ORGANIZATION STRUCTURE



CO-CHAIRS




Suppakit

Pun

CONTACT INFO

cibcc@cbs.chula.ac.th

For co-chairs,
cibcc.management@gmail.com

For the competition team,
competition.cibcc@cbs.chula.ac.th

For the ambassador team,
cibcc.ambassador@gmail.com

We believe that with the current members in the club as well as the students in BBA program of Chulalongkorn, We will be able to gather up to 44 students to contribute into this project.

FOR SPONSORSHIP PACKAGE

CIBCC FINANCE DEPARTMENT CONTACT

SALIN SAE UNG
(+66)81 626 3300
HEAD OF FINANCE DEPARTMENT

UNCHASA PUMKUMARN
(+66)95 892 5008

BANYAT KORNPAISAN
(+66)89 851 3511

If we share the same ambition,
CIBCC warmly welcome you to become a
part of us for the greater future together



Reaching **Exceptional Talents**,
Having **Extraordinary Moments**

