

# BELGRADE BUSINESS INTERNATIONAL CASE COMPETITION

FACULTY OF ORGANIZATIONAL SCIENCES

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## **Winners of the Belgrade Business International Case Competition 2016 were announced!**

**Belgrade, 9<sup>th</sup> of April 2016** - On Saturday, 9<sup>th</sup> of April 2016, ***Belgrade Business International Case Competition 2016 was officially closed.***

In total, 64 students from 16 universities from USA, Australia, Canada, Ireland, Denmark, Norway, Netherland, Hong Kong, China and Thailand have been solving two case studies as part of 4<sup>th</sup> *Belgrade Business International Case Competition*. BBICC has taken part from 4<sup>th</sup> to 9<sup>th</sup> April, and it was organized by Faculty of Organizational Sciences in Belgrade and Serbian Association of Managers (SAM)

First case study, provided by Baca Intesa, leading bank on Serbian market, has been solved for 5 hours, while second case study was provided by *Philip Morris International*, and solved for 24 hours. Students had the chance to present their solutions to the expert jury consisted of top managers and consultants from leading Serbian companies.

“It is a great idea to motivate young people to enter the world of business in this way. This is a great chance to see young talents, exchange ideas, to connect with people and learn. I believe that every solution that I have seen today is very valuable. I believe that some of the solutions could be implemented in the company in the next few year, because our company usually plans for the long-term.” said Stevan Vraneš, manager of corporate affairs for Serbia, Montenegro and Bosnia and Herzegovina company Philip Morris International.

“The entire event has exceeded my expectations. We value opinions of the people outside of our company, as well as the ideas that could potentially lead us to the innovations that we could implement. I would like to take part in this kind of events in the future because I think that this is something that creates competitive advantage – to be part of the event, to be sponsors and to have chance to discuss with these young people with remarkable ideas.” said Nikša Ilović, Director of Sector for management of retail customer segment in Banca Intesa.

Winner of this year competition is *National University of Singapore*, second placed team is from *Hong Kong University of Science and Technology*, while third placed team is from *Maastricht University*.

**Osoba za kontakt**

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