Asia's only global postgraduate 3-day start-up competition, the SCG Bangkok Business Challenge @ Sasin 2019, kicks off with 18 university teams from 13 countries

Bangkok – February 22, 2019: Bangkok's Sasin School of Management is pleased to present the annual three-day SCG Bangkok Business Challenge @ Sasin 2019, from February 21-23, 2019, in partnership with Thailand's award-winning Siam Cement Group (SCG). This year's theme for Asia's only global postgraduate competition is Scaling Impact Through Innovation.

From 71 team applications from 40 institutions across the world, 19 semi-finalists were selected to compete at the event for the prestigious H.M. The King's Award, graciously bestowed by His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun, as well as H.R.H. Princess Maha Chakri Sirindhorn's Sustainability Award and over US$60,000 in cash prizes. Business and non-business students will present their startups which need to be independent, scalable, and seed-stage startups seeking to raise external capital.

The Director of Sasin School of Management, Paron Israsena Na Ayudhya, believes this year's contest will be better than ever. "The SCG Bangkok Business Challenge @ Sasin 2019 features some tremendously innovative research, concepts and projects, many of which could be game-changers within their niche area. We have teams focused on really diverse sectors that reveal some inspirational products, many of which provide solutions that impact quality of life, business productivity, IT issues, environmental problems and wellness in the modern world."

On the first morning, Thursday February 21st, the Thailand Track Competition kicks off with students from Kasetsart University, Sasin School of Management, Khon Kaen University, Assumption University and Thammasat Business School competing to be the 20th semi-finalist in the overall competition. In the afternoon, students from 18 universities in 13 countries will attend the Sasin Alumni Association coaching round. From 4-8 pm, the opening reception will include the SCG Entrepreneurship Forum, the Kasikornbank 60-Second Pitch & Startup Showcase, and a reception at which the winners of the Thailand track round and the pitch competition will be announced.

Dr. Suracha Udomsak, Emerging Business Director and R&D Director at SCG Chemicals, will join Sasin's Director in presiding over the opening day and notes how the competition is an important bridge for students to step into the business world. "The Bangkok Business Challenge @ Sasin 2019 connects research, development, innovation and commercial viability with the concept of scalable success, all the while promoting the value of start-up efforts to the wider consumer world. The key is collaboration that turns great ideas into real business potential."

The second day of the competition begins with the semi-final round in the morning, followed by a judges' feedback session after lunch. In the afternoon, the Sustainability Award finalists and Play-Off draws will be announced, followed by both these rounds. From 7pm, an international networking dinner will be held at Siam @ Siam Design Hotel along with the announcement of the SCG Bangkok Business Challenge @ Sasin 2019 finalists.

Six teams will compete in the final round in the morning on Saturday February 23rd from 8:30 am – 11:55 am, with H.M. The King's Award Ceremony taking place between 3.30-4.30 pm in Sasin Hall.

In the evening, participants, judges, sponsors and VIP guests will depart from River City Pier for an Award Dinner Cruise on the Chaophraya River. The following day and evening, participants have been invited to an optional cultural tour of Bangkok, courtesy of Sasin School of Management.

For more information, please visit http://bbc.sasin.edu and to find out more about the semi-finalist teams visit http://bbc.sasin.edu/team_list.php.

About Bangkok Business Challenge @ Sasin
SCG Bangkok Business Challenge began in 2002 as the Bangkok Business Challenge (BBC). Sasin School of Management, in collaboration with Bangkok Business Newspaper, launched this business plan competition for graduate students to celebrate Sasin's 20th anniversary, as well as the 15th anniversary of Bangkok Business Newspaper. The objective is to encourage post-graduate students in business administration programs around the country to apply their knowledge of business administration and present their business plans and to develop them for future investment. The competition was called the Bangkok Business Challenge and the winner receives the H.M. The King's Award every year since its inception.

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