Photo Release Bangkok’s Sasin School of Management is partnering with Thailand’s award-winning Siam Cement Group (SCG) to host the SCG Bangkok Business Challenge @ Sasin 2019

Paron Israsena Na Ayudhya, Director of Sasin School of Management, presided over the opening event of the SCG Bangkok Business Challenge @ Sasin 2019, Asia’s only global postgraduate start-up competition. The opening event, held on February 21st 2019, included the SCG Entrepreneurship Forum, and the Kasikornbank 60-Second Pitch Competition and Startup Showcase Competition. Dr. Suracha Udomsak, Emerging Business Director and R&D Director at SCG Chemicals, along with Pirachai Bencharongkul, Kongpan Pramoj Na Ayudhaya, Thanapong Na Ranong and other distinguished sponsors participated in the opening event at Sasin School of Management.

The competition will continue until February 23rd when the overall winners will be announced. Teams from around the world are competing for the prestigious H.M. The King’s Award, which was graciously bestowed by His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun, as well as H.R.H. Princess Maha Chakri Sirindhorn’s Sustainability Award. There are also over US$60,000 in cash prizes.

Photo (L to R): Kris Supavatanakul, from the Cheewid team of Sasin School of Management, Thailand, accepts the award as the winner of the Thailand Track Round from the Chairman of the Judges Committee, Dr. Suracha Udomsak, Emerging Business Director and R&D Director at SCG Chemicals,.

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