Thailand’s only global postgraduate start-up competition, SCG Bangkok Business Challenge @ Sasin 2019, to promote Scaling Impact Through Innovation





Bangkok – 12 February 2019: 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. A press conference to launch the competition will be held on February 11, 2019, from 1:30-3:30 pm, at Sasin School of Management’s Royal Hall.

Thailand’s only global postgraduate start-up competition, SCG Bangkok Business Challenge @ Sasin 2019 is being held at the business school between February 21-23, 2019, focused on the theme of Scaling Impact Through Innovation. With an international reputation, the three-day annual contest attracts business and non-business students from across the world, with 71 teams from 19 countries and 40 colleges entering the competition this year, including 14 teams from 10 schools in Thailand. Out of these, 19 semi-finalists have been selected to compete 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. There are also over US$60,000 in cash prizes.

In 2019, the challenge for entrants includes how to successfully integrate sustainability concerns into their commercial ventures. The proposed projects are all independent, scalable seed-stage start-ups seeking to raise external capital. This year’s press conference will introduce the upcoming competition with four keynote speakers:

Dr. Suracha Udomsak, R&D Director and Emerging Business Director at Chemicals Business, SCG, highlights the importance of innovations through collaborative R&D efforts in all sectors, including start-up networks from around the world, to bring successful commercialization of research to consumers. “The Bangkok Business Challenge @ Sasin creates commercial value for R&D efforts that are developed within university research centers. At this year’s competition, there is an emphasis on recognizing the next generation of innovative thinkers who can create a better world by embracing innovation with a scalable venture.”

Kongpan Pramoj Na Ayudhaya, Co-Founder and Director of the SCG Bangkok Business Challenge @ Sasin, is clear about the benefits of knowledge-sharing for competing students. “This year, we have semi-finalists from the US, UK, Japan, Singapore, India, Canada and Turkey, as well as Thailand, to name just a few countries. This global network creates a unique, international platform that is invaluable for postgraduate students going forward and enables shared learning and the exchange of ideas that will continue beyond the competition.”

Pirachai Bencharongkul, Investment Director of BCH Ventures, notes the real-world advantages of participating in the competition. “Bangkok Business Challenge @ Sasin allows students from different universities from around the world to compete on the same stage to present projects with scalable potential. They can act as a showcase for possible future partners from either investors or

corporate venture capitals to enhance the business strategically. At BCH Ventures, we are always seeking potential partners that allow us to enhance and continue to dominate the ASEAN Digital Solution market. We are open to businesses locally and globally that have potential synergy with our core businesses. This competition will not only allow us to have access to ideas from across the world but also see how Thai students compete in the global field."

Norapat Phaonimmongkol is the CEO and Co-Founder of Eden Agritech, which is pioneering an innovative natural solution for fresh fruits and vegetables – an edible film that is applied to fresh produce to slow and regulate the inflow and outflow of gasses and water, which also slows the growth rate of microbials that cause decay. The film is just slightly thicker than a piece of paper, is practically invisible and imperceptible to the touch, and gives fresh produce a longer shelf life. Eden's journey started at the Bangkok Business Challenge in 2015, so he knows the significance of this competition.

The Thailand Track Round, the finals of the H.R.H. Princess Maha Chakri Sirindhorn's Sustainability Award, and the semifinals and finals of the SCG Bangkok Business Challenge @ Sasin 2019 will take place February 21 – 23, 2019, at Sasin School of Management. The following day, participants will go on a cultural tour of Bangkok, compliments of Sasin. For more information, please visit http://bbc.sasin.edu and/or to reserve an invitation to the event, please register at https://bbc2019.eventbrite.com

About Bangkok Business Challenge @ Sasin
SCG Bangkok Business Challenge 2018 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 was 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 has received the H.M. The King's Award every year since then.

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