



## The World Asian Business Case Competition, WACC 2020 By Academy of Asian Business (AAB)

The Academy of Asian Business (AAB) is pleased to announce the 2020 World Asian Business Case Competition, “How Asian Brands Soar.” This is the annual case competition organized by AAB that invites college students to write up and present an exciting Asian business case on how it turned its small start into such a tremendous success. Applicants are invited from universities and colleges all around the world.

The competition will provide a great opportunity for the participants to not only learn from the case of the company they choose, but also have a wonderful experience of winning the competition. All winners will receive a global scholarship package of enriching and exciting Asian experience. As part of the scholarship package, the winners will be invited to their dream company, stay in a city like Seoul, or travel to other desired cities like Shanghai, Beijing, Tokyo, etc. They will find valuable opportunities to develop mentorships with business leaders and to build network and friendship with other global fellow participants for their future careers and businesses.

**Conference theme:** “Creating unforgettable, lifelong experiences for students”

**Who:** College students in a teams of 2-4 (The team must have an advisor)

**Focus:** Asian brands that have achieved significant success and became globally powerful brands. You can choose a company or brand from any Asian country or the country for which your team represents. You can also select a company or brand that became globally renowned by serving consumers at the bottom of the pyramid.

### **Important Dates: (according to Korea Standard Time)**

Proposal submission deadline: April 1, 2020

Acceptance Notification: April 8, 2020

Main case draft submission deadline: June 1, 2020

Announcement of finalists (10 teams) as Top 10 winners: June 12, 2020

[The final presentation and Award ceremony](#)

- Date: August 8, 2020
- Venue: Sungkyunkwan University, Seoul, Korea

Cultural Tour, Party, & Company Tour: August 9-10, 2020

### **Awards and Prizes**

All the selected Top 10 winners will receive the AAB Global Scholarship Award package. (Please find the honorable benefits of the Award package, as shown below). At the final presentation, however, they will compete for the 1st place, and the 2nd place Awards and prizes, which will be the most honorable awards and benefits in addition to the Global Scholarship Award package, as follows.

- **The 1st Place Winner (1 team):** The AAB Worldcup Trophy and the 1st Place Award, with the financial scholarship support (US\$2,000 for team).
- **The 2nd Place Winner (1 team):** The 2nd Place Award with the financial scholarship support (US\$1,000 for team).
- **The remaining Top 10 winners (8 teams):** The Top 10 Winners Awards with the global scholarship award package.

The Global Scholarship Award package is designed to provide the Top 10 winners with enriching and exciting experiences in Asia, in addition to their research and learning experience. The Scholarship Award package will include the following prizes and benefits:

- Global Scholarship Awards certificate from AAB.
- Invitation to Top 10 Case presentation, Award ceremony, Dinner party, and Cultural event.
- Full support for hotel accommodation for 3 nights and 4 days during the final presentation period.
- Opportunity to be invited to top Asian companies such as Samsung, and meet the company leaders to develop mentorships for your future careers and businesses.
- Opportunity to develop network and friendship with other global fellow students.
- City tour and experience of Asian culture, people, foods, etc.
- Invitation to become a Young Scholar featured, which features your case study, in the website of AAB.
- Publication of your winning case study in a book, entitled ***How Asian Brands Soar***, in hard-cover copies, which will be published and distributed in Amazon e-book versions as well. The book will feature your name as an author who represents your school/institution. Like the previous case books series, How Asian Brands Soar I, II, III, IV & V, The new ***How Asian Brands Soar*** which features your case study will be available in the world's top universities and also in Amazon so that people around the world can access to your case, anytime, and anywhere.
- In summary, you will have one of the most exciting, unforgettable lifetime experiences.

### **Awards Ceremony**

The winners (the 1<sup>st</sup> and 2<sup>nd</sup>) will be announced and awarded at the opening ceremony of the AAB conference, which will be held in the afternoon at the same venue. VIPs including distinguished scholars, business leaders, leading educators such as presidents and deans, the keynote speaker, renowned AAB members, AAB Journal editorial board members, and the winners of the case competition and their advising professors will join together to celebrate the unprecedented event of AAB case competition and AAB annual conference as well.