Network of International Business Schools

20th Annual Worldwide Case Competition

Sprott School of Business
Carleton University, Ottawa, Canada
February 15-21, 2015

Presented by

EDC
Export Development Canada | Exportation et développement Canada

Carleton UNIVERSITY
Canada's Capital University

SPROTT SCHOOL OF BUSINESS

DAILY SCHEDULE

Sunday, February 15

3:00 – 4:30 p.m. Opening Ceremony at River Building Amphitheatre, Carleton University
Get information, meet team ambassadors, tour buildings

4:30 – 6:00 p.m. Welcome Reception in River Building Atrium
Enjoy a selection of food from across Canada

Monday, February 16

8:30 a.m. – 5:00 p.m. Case Competition: Round 1
4 Hour preparation, staggered start times

5:15 – 6:00 p.m. Coaches' Meeting in Coaches' Lounge

7:00 – 9:30 p.m. Students' dinner at Real Sports Bar & Grill, ByWard Market

7:30 – 9:30 p.m. Coaches' dinner at Sidedoor Contemporary Kitchen & Bar

Tuesday, February 17

8:30 a.m. – 5:00 p.m. Case Competition: Round 2
4 Hour preparation, staggered start times

8:30 a.m. – 11:30 a.m. Coaches' Activity: Coffee at Moulin de Provence followed by tour of Royal Canadian Mint

5:30 p.m. – 6:45 p.m. Dinner at the Fresh Food Company
Located in the Residence Commons on the Carleton campus

Wednesday, February 18

7:00 a.m. – 12:15 p.m. Case Competition: Round 3
3 Hour preparation, uniform start times

1:15 p.m. – 6:30 p.m. Case Competition: Quarter-Finals
3 Hour preparation, uniform start times

7:30 p.m. – 11:00 p.m. Evening program
Dinner at Tucker's Marketplace, ByWard Market
Karaoke at Pub 101, York St, ByWard Market

Thursday, February 19

9:00 a.m. – 7:00 p.m. Tour of Ottawa
Tour of Canada's Parliament
Tour of Bridgehead Coffee Roastery
Lunch at Dunn's Famous Deli
Tour of Ottawa Microbreweries

Evening program Dinner on your own
Experience The Great Canadian Cabin, Ottawa's newest hot spot, located on York Street, ByWard Market

Friday, February 20

6:45 a.m. – 1:00 p.m. Case Competition: Semi-Finals
9:00 a.m. – 10:30 a.m. Coaches' Meeting
1:20 p.m. – 6:15 p.m. Case Competition: Final
6:30 p.m. – 9:30 p.m. NIBS Gala Banquet at River Building, Carleton University
9:45 p.m. – 1:00 a.m. NIBS Gala After-Party at Oliver's Pub, Carleton University
Participants and volunteers are all invited for dancing and fun.

MESSAGE FROM THE DEAN

Dear Delegates,

On behalf of the Sprott School of Business and Carleton University, it is my pleasure to welcome you to the 2015 Network of International Business Schools Worldwide Case Competition.

Qualifying for NIBS Championship Week is no small achievement. This year's competition attracted a record number of entries from more than a dozen countries around the world. Such interest in an event with so rich a history is a testament to the high calibre of the competition and to the values on which it is based: *global perspective*, *cultural insight*, and *practical, international experience*.

In the coming week, you will be challenged by cases that will test your problem-solving skills, adaptability, and ability to work as a team. These qualities are critical not only to success as business professionals, but to your broader effectiveness as leaders and global citizens. You will also have the chance to enrich your professional and personal networks, while experiencing Canada's capital. I urge you to seize every aspect of this remarkable opportunity.

It is a particular privilege to host the NIBS Case Competition in its 20th anniversary year. The organizing team has worked tirelessly to provide you with a competition and experience worthy of this special milestone.

We wish you the very best at NIBS 2015 and look forward to an outstanding week of competition!

Dr. Jerry Tomberlin
Dean, Sprott School of Business

MESSAGE FROM EXPORT DEVELOPMENT CANADA

Export Development Canada (EDC) is delighted to be the Presenting Sponsor of the 2015 Network of International Business Schools Worldwide Case Competition.

As Canada's export credit agency, our goal is to support and develop Canada's export trade by helping Canadian companies of any size respond to international business opportunities. We provide a range of offerings, from insurance and financial services to bonding products and small business solutions for Canadian exporters and investors, as well as their international buyers. We also support Canadian direct investment abroad and investment into Canada. As a profitable Crown corporation we operate on commercial principles and collaborate closely with private and public sector financial institutions to create greater capacity for Canadian companies to engage in global markets.

Since we first began operating in 1944, EDC has facilitated more than $1 billion in exports and foreign investment by Canadian companies. This is important because Canada's economy relies on trade; one in three jobs depends on exports. Given our small domestic market, Canadian businesses have to think globally to compete and grow. In 2014, we helped 7,432 Canadian companies do business in 204 countries.

Success in international markets requires a broad and long-term view. As part of our commitment to youth education in international trade and investment, we work with world-class educational partners across Canada such as Carleton University's Sprott School of Business to help prepare the next generation of business leaders. The NIBS Case Competition provides us with an excellent opportunity to advance this goal.

Whether you are based here in Canada or visiting from around the world, we bid you a warm welcome. Congratulations on your success in qualifying for the Championship Round, and best wishes for an outstanding week of competition!

Peter Hall
Vice-President and Chief Economist
Export Development Canada

MESSAGE FROM THE MAYOR

On behalf of Members of Ottawa City Council, it is my distinct pleasure to extend a warm welcome to all those participating in the 20th Annual Network of International Business Schools (NIBS) Worldwide Case Competition, hosted by the Sprott School of Business at Carleton University in the heart of our nation's capital, from February 15th to 21st 2015.

Ottawa is more than a capital city. It is also a dynamic business centre, and headquarters of global high-tech leaders including Mitel, QNX, Shopify, and 360pi, as well as to national industry bodies like the Canadian Council of Chief Executives, Canadian Chamber of Commerce, and Conference Board of Canada. Home to two major research universities and two colleges within our municipal boundaries, Canada's capital is also one of the most educated cities in the country.

As Mayor, I am delighted that Ottawa has been selected as the host city of the Network of International Business Schools Case Competition, celebrating its 20th anniversary this year.

During the coming week, participants will have the opportunity to discover Ottawa, and experience firsthand why it ranks among the most livable cities on the planet. Our capital's world-class museums and sports facilities, revitalized and vibrant neighbourhoods, along with our treasure trove of historic sites and panoramic natural landscapes, combine to offer a truly unique meeting destination.

Allow me to convey my best wishes to everyone in attendance for a most rewarding and successful week of competition.

Sincerely,

Au nom des membres du Conseil municipal d'Ottawa, j'ai l'immense plaisir de souhaiter la plus cordiale bienvenue à tous les participants et à toutes les participantes à la 20e édition annuelle du concours international d'étude de cas du Network of International Business Schools (NIBS), organisé par la Sprott School of Business à l'Université Carleton, au cœur de notre capitale nationale, du 15 au 21 février 2015.

Ottawa est bien plus qu'une capitale. Elle est aussi un centre d'affaires dynamique qui réunit des chefs de file mondiaux du secteur de la haute technologie, notamment Mitel, QNX, Shopify et 360pi, ainsi que des organismes professionnels nationaux tels que le Conseil canadien des chefs d'entreprise, la Chambre de commerce du Canada et le Conference Board du Canada. Comptant deux grandes universités de recherche et deux collèges sur son territoire municipal, la capitale du Canada est également l'une des villes dont la population est la plus instruite au pays.

En tant que maire, je suis ravi qu'Ottawa ait été choisie comme ville-hôte pour le concours d'étude de cas du Network of International Business Schools, qui célèbre son 20e anniversaire cette année.

Au cours de la prochaine semaine, les participants auront l'occasion de visiter la ville d'Ottawa et de découvrir par eux-mêmes la raison pour laquelle elle se place parmi les collectivités les plus viables de la planète. Nos musées et nos installations sportives de renommée mondiale, nos quartiers dynamiques et revitalisés, ainsi que nos trésors patrimoniaux et nos paysages naturels panoramiques font de notre ville un lieu de rencontre réellement unique.

Permettez-moi de souhaiter à tous les participants et à toutes les participantes une semaine de concours des plus enrichissantes et réussies.

Cordialement,

Jim Watson, Mayor/Maire
City of Ottawa

SPROTT
SCHOOL OF BUSINESS
CARLETON UNIVERSITY

CARLETON

Renee Tavares. Raised in Brampton, outside Toronto, Renee is a fourth-year Bachelor of Commerce student concentrating in Finance, with a minor in Statistics. She is co-founder and currently co-director of Hatch, the Carleton University Students' Association's new entrepreneurship centre. Renee will also be representing Sprott in the 2015 cohort of the Mindtrust Leadership Development Program. In addition to co-curricular activities, Renee is a volunteer Organizer for Startup Weekend, a global organization that brings people together to create startups. After graduation, she plans to continue her work to promote entrepreneurship and help individuals start their own businesses—one of her passions.

Martina Witt. Originally from the Ottawa Valley, Martina is a third-year Bachelor of International Business student studying International Strategy and Human Resources Management. She intends to spend next year studying in Brussels and furthering her knowledge of French. At Carleton, Martina's interests have included participating in the Model United Nations and serving as Vice President (External) for the Sprott International Business Association. In addition to NIBS, she competed on the Marketing team at the *Jeux de Commerce Central* competition in 2015. Passionate about arts and culture in addition to international business, Martina hopes to pursue a career in creative consulting or recruiting.

Alex Pilon. Born and raised in Ottawa, Alex is a fourth-year Bachelor of Commerce student concentrating in Accounting. He is currently the Vice President External of Sprott Accounting Student Association and he also served as the Charity Director of the Sprott Business Student Society in 2013/2014. Alex also represented Sprott at the *Jeux du Commerce Central* business competition in 2013. Additionally, he completed an eight-month cooperative work term with Ernst and Young in 2014 on their tax team and is currently completing a second work term on their Financial Statement Assurance Services Team. Alex plans to acquire his CPA designation and continue work with Ernst and Young.

Sarah McRae. Born and raised in Orillia, Ontario, Sarah is a fourth-year Bachelor of International Business student concentrating in International Marketing and Trade. She spent 2013/2014 studying at the Université de Savoie in Chambéry, France where she spent her spare time exploring the beautiful French Alps. Sarah is a member of Sprott's Finance team for the 2015 *Jeux du Commerce Central* business competition and was a co-winner of the 2014 SBSS Internal Case Competition. She recently visited the Longido District of Tanzania with an inter-disciplinary team of Carleton professors and students to work with local communities to find economically viable water harvesting solutions. She plans to pursue a career in international business with a focus on rural development and sustainable supply chain management.

Robert Riordan (Coach, not shown). An Instructor in Information Systems and Case Analysis, Rob has taught at Sprott since 1987, beginning as a contract instructor while working for Canada's national statistics agency, Statistics Canada. While on Executive Exchange from the federal government, he was wooed to remain at Carleton, moving permanently to Sprott in 2000, and tenured in 2003. Rob's educational background is in information architecture, the social determinants of health and illness, fertility, pregnancy and reproductive outcome, epidemiology, biostatistics and demography. He attended the University of Western Ontario in London for 10 years, completing 2.9 degrees. He has four children and the same number of grandchildren (which, if you do the math, is 12 short so far). He was the founding faculty member of what became our Sprott Competes Elite Case Team initiative. He loves the smell of the greasepaint and the roar of the crowd.

Colegio de Estudios
Superiores de Administración

CESA

Valeria Londoño. Born in Medellín, Valeria lived in Brazil for four years, where she learned Portuguese and acquired a profound interest in languages. She has also spent time in Lille, France as part of an academic exchange program. Valeria is currently in the fourth year of her business program, completing her compulsory internship with Michael Page Colombia. She participated in the Latin American Business Administration Competition, where she finished second. NIBS is her first global case competition. Valeria is passionate about consulting and hopes to pursue a career in the field.

Felipe Comi. Born in Bogotá, Felipe is in his fourth year of Business Management studies. During his time at CESA, he has worked as a teaching assistant for Introduction to Economics and is active in the Innovative Leaders program at the Center of Leadership & Entrepreneurship. In September, he will pursue his master's degree in finance at Neoma Business School in Rouen as part of a double degree program. Felipe has professional interests in consulting and investment banking, and enjoys learning romance languages such as Italian and French.

Laura Calderón. Born in Bogotá, Laura is currently in her eighth semester of the Business Administration program at CESA. She is known among her friends as a responsible and reliable person with a high degree of integrity and excellent interpersonal skills. In 2014, Laura participated in the Erasmus academic exchange program in Lille, France where she had an opportunity to interact with people from around the world and learn about different cultures. She is currently completing her internship with a private equity firm. Upon graduation, Laura hopes to work in finance, her favorite area of study.

Gisele Eugenia Becerra Plaza (Coach). Gisele is Academic Undergraduate Director at CESA. She holds a degree in Business Administration from the University of Rosario and an MBA in Finance from the University of the Andes. Gisele has over 25 years of experience in business consulting and 15 years in academic administration, teaching, and research. She has conducted research in a range of fields including best management practices, durability of firms, internationalization of Colombian companies, development of innovative methodologies, and enterprise diagnosis, as well as organizational complexity and network management studies. Co-author of the book *Fundamentals of Corporate Finance*, she has also published in numerous finance, international business, and management journals.

Zarifa Mohamad (Coach). Zarifa is a full-time professor of Intercultural Business Communication and part of the Business Communication Arts Center (BUSCA). She grew up in Denmark. After initial studies of German at the University of Copenhagen, she moved to Berlin where she completed her studies with a degree in Cultural Sciences with a special focus on youth- and popular culture. After working as a translator and press officer at the German Embassy in Copenhagen, she went back to Berlin where she took a Master's Degree in Intercultural Education. Before joining CESA, Zarifa worked as a scientific assistant at the Berlin School of Mind and Brain doctoral program and as a career consultant for Colfuturo (Foundation for the Future of Colombia).

Emilio Pizano Pearson. Known among his friends as an outgoing and resourceful person, Emilio likes to challenge himself and find answers or solutions where others think there are none. He enjoys puzzles and problems, which he regards as an opportunity to sharpen the senses and enhance analytical thinking. Now entering the senior year of his program, Emilio has a unique passion for business. His greatest love is sales.

UNIVERSITÉ Concordia UNIVERSITY

AACSB ACCREDITED

JOHN MOLSON SCHOOL OF BUSINESS

CONCORDIA

Mark Haber (Coach). At only 68 years of age, Mark is the JMSB Head Coach and Leader of the John Molson Competition Committee (JMCC) for the 19th year in a row. Mark's goals have always been simple: Enhance JMSB's reputation; Create a network with Universities around Quebec, Foster a competitive spirit in Quebec; Give students the opportunity to apply the knowledge they learn in class. Mark prides himself in supporting all the delegates in their initiatives at school and even flies to almost all competitions JMSB attends around the world. Case competitions are Haber's life, whether it be immersing himself in training delegates or attending weddings, graduations and baby showers of alumni, Mark makes sure to foster and maintain relationships with everyone.

Gregory Rocha. Born and raised in Montreal, Gregory is a true Montreal Canadians fan. He is currently in his third and final year at JMSB studying commerce with a major in marketing. Gregory has represented JMSB in numerous case competitions over the past two years, ranging from marketing to entrepreneurship at both the regional and international level. With a passion for business, and an internal drive for success, Greg sees himself pursuing a career in business strategy and management, with one day ending up in consulting. He enjoys playing sports, and travelling, so there is a strong possibility that one day you'll finding him touring your city!

Georgia-Hope Dimopoulos. A native of Montreal, Georgia-Hope is a third-year Bachelor of Commerce student studying Accounting and Finance. In addition to NIBS, she is a member of the John Molson School of Business International Business team for the 2015 JDC Central competition. Aside from academics, she takes part in community involvement for organizations such as the *Cedars Cancer Institute* and the *Montreal Children's Hospital Foundation*. Georgia-Hope plans on pursuing her post-undergraduate studies to obtain her CPA designation, followed by a career as an accountant. Among other interests, she has a passion for travel and dreams of visiting a different country every year.

Emma Alguire. Originally from Niagara Falls, Emma is a second-year Bachelor of Commerce student concentrating in Human Resource (HR) Management and International Business. She currently holds the role of Vice-President, Academic and Student Affairs for the Commerce and Administration Students' Association and volunteers for the YWCA of Montreal. In addition to NIBS, Emma represented JMSB on the HR team at the 2015 *Inter-Collegiate Business* Competition and the HR Case team at the 2014 *HR Symposium* competition. Emma plans to combine her love of travel and community involvement to pursue a career in cross-cultural training within organizations.

Paul-Henri Grange. Originally from New Caledonia, Paul-Henri transferred to Concordia University after studying economics at the University of New South Wales in Sydney, Australia. He is currently pursuing a Bachelor of Commerce degree with a major in finance at the John Molson School of Business. Paul-Henri is a fund manager in charge of the materials sector and the fixed income fund at the Kenneth Woods Portfolio Management Program. In addition to NIBS, he will represent JMSB at the *Jeux du Commerce* and Financial Open competitions in 2015 as a finance delegate. Upon graduation, Paul-Henri plans to work in private equity focused on sustainable investments.

DUBLIN

Megan Fitzpatrick. Living in the suburbs of Dublin, Megan is a fourth-year B.Sc Marketing student. The choice to study marketing came from her love of creativity and innovation. She has been a committed member of DIT's Dance Society since starting college and was elected as Social Media Manager for the year 2013/14. Megan has represented DIT in the Dance Inter-Varsities in both 2013 and 2014 as well as in the DIT Fashion in both 2013 and 2014. Digital media is one of her many passions along with, of course, anything and everything to do with creativity and design.

Caroline Devlin. Caroline is in her fourth and final year of DIT's B.Sc. in Marketing. She spent her study abroad in Canada, a year which expanded her horizons and introduced her to a new way of teaching, learning and implementing business strategies. Caroline has a passion for strategic management, experiential marketing and co-creation as a source of innovation. Her hobbies include traveling, reading and swimming.

Michelle Daly. Michelle is in her fourth year of DIT's B.Sc in Marketing. In 2013, she took part in a study abroad to Canada where she immersed herself into the culture—an experience that broadened her thinking. She has a passion for marketing strategy and consumer behaviour, which she got to explore on her study abroad. Michelle enjoys travelling and spent the past summer exploring Europe and America.

Caroline Custy. Caroline is a fourth-year B.Sc. Marketing student. She was very involved with the Students' Union in her first year, and in her second year went on to become the Social Media Manager for the DIT Fashion Society. In 2013, she completed an internship with a market research company and, more recently, worked in corporate communications for the leading supplier of electricity in Ireland. Caroline has a strong passion for all things digital; it is a rare sight when she's not tweeting. Her hope for life after college is to work in digital analytics and to one day start her own business.

Roger Sherlock (Coach). Roger is Head of the Department of marketing studies at DIT's College of Business, Ireland's largest business school. The Marketing School is a key component of the DIT mission; each year, over 600 students study in the department on a range of undergraduate, postgraduate and executive programmes. Central to the School's activity is a focus on interactions with industry and the professions, internationalization of the student experience and case-based learning. The school completes in multiple case and industry competitions throughout the world, is an active member of NIBS and every year over 100 students take part in the School's Study Abroad Programme.

INTERNATIONAL
BUSINESS ACADEMY

IBA

Niels Kjærside (Coach). Niels is a lecturer in Marketing at the IBA, specializing in International Marketing. Before entering teaching, he worked as an Export Manager for Stimorol, a well-known Danish manufacturer of chewing gum. His other areas of interest are physical exercise; music and reading; running; bicycling; listening to music; playing guitar; and reading history, crime fiction and Charles Dickens.

Zoltan Molnar. Zoltan is a third-year student, studying International Sales and Marketing Management. After graduation, he hopes to work in Management or Sales and Marketing in the international B2B market. His main interests lie in strategic leadership and sales.

Cornelia Horvat. Cornelia is a second-year student, with a particular interest in Marketing, Management and Communication. After completing her studies, she intends to work for several years in business before returning to school to pursue her MBA.

Jonathan Vienne. A third-year student, Jonathan is fascinated by financial analysis and development of current business models. He believes that a circular economy is the way forward. After completing his degree, he intends to gain relevant professional experience before returning for graduate studies. Jonathan previously worked in the thoroughbred industry, where he still has an active interest.

Konstantin Golpayegani. Specializing in Marketing Management, Konstantin is an ambitious young man, keen to learn a variety of things related to daily and future professional life. He enjoys photography and participating in sports, and is motivated by challenges and competition. For him, success is having the courage, the strength of mind, and the will to acquire knowledge and become the person he wants to be. His mantra? *"Never give up. The day you give up is the day you lose."*

Albert Elam (Coach). Albert is a lecturer in Finance, Accounting, Strategy and Leadership at the IBA, specializing in International Finance. Before entering academia he had a 23-year career in the United States Air Force achieving the rank of Lieutenant Colonel, and owned/operated a small consulting firm for 27 years selling client list in 2007. He enjoys music, movies, reading crime and action novels, basketball and American football.

JIANGXI

Xing Zhao (Coach). A lecturer in business administration, Xing teaches marketing principles in JUFE's undergraduate program. She grew up in China, but obtained her Master's Degree and Ph.D. in the U.K. Xing has more than 10 years of research experience, focusing mainly on international agricultural markets.

Ke Yang. Ke is a third-year student majoring in accounting. He was part of the team that represented the Jiangxi University of Finance and Economics in the Qualification Programme (QP) Case Analysis Competition held by HKICPA, where he earned the Merit Certificate and was recognized for his presentation skills. Ke currently serves as vice president of the JUFE Students Union and leads the Center for Student Assistance and Center for Work-Study. He has previously held an internship position at TRICOR Consultancy (Beijing) Limited and plans to pursue a career in auditing.

Yuan Ying. Raised in Nanchang, Yuan is a third-year Bachelor of Business Administration student studying International Marketing. She spent 2011 on exchange at University of the West in Los Angeles, California. Yuan participated in the National Training Program for Innovation and Entrepreneurship for undergraduates and is a member of the Social Science team for the 2014 National Extracurricular Academic Science and Technology Competition. She recently completed an internship at Standard Chartered Bank in China and served as vice-director (sorority) for the Business Administration Academic Students Union in 2013 and 2014. She plans to work in luxury brand management.

Na Lu. A third-year student in International Accounting, Luna has a classical eastern temperament. A straight-A student, she has worked as an intern in China Citic Bank and BNP Paris. Luna also serves on the executive of the Student Union, works as a teaching assistant, and is anchor and reporter for the JUFE News. Her many extracurricular activities help Luna to hone her skills and discover her interests, making it easier to focus on her learning. She looks forward to making a contribution in the world of banking.

Fangfang Zhu. Fangfang is a third-year student, majoring in marketing and finance. She currently leads a team of entrepreneurs she co-founded in October 2013. Fangfang participated in the National College Innovation and Entrepreneurship Training Program, with projects at both the national and provincial levels. She is a two-time scholarship winner and has earned numerous awards during her time at JUFE.

Haibo Hu (Coach). An Associate Professor at Jiangxi University of Finance and Economics, Haibo teaches management at the graduate level. His interests include sophisticated management and standardization management. On the personal side, Haibo is also a music aficionado. He currently serves as Assistant Dean of the School of Business Administration.

Université**Laurentienne**
LaurentianUniversity

LAURENTIAN

Richard Filliter. Born and raised in Sudbury, "Mark" is in his fourth year of the baccalauréat spécialisé en commerce. He is currently serving his second year as President of Enactus Laurentian, playing a pivotal role in the team's revitalization. Never a stranger to extracurricular opportunities, Mark has also taken on the role of Campus Account Manager for the CNTAE Marketing Competition and assisted in the development of Laurentian's CPA Accredited programs. A great presenter and public speaker, Mark has been invited to showcase his activities and undertakings on many platforms, including the Laurentian Soapbox in October 2014. Mark plans on pursuing a Master's degree in International Business this coming year.

Benjamin Sibley. Born and raised in Oakville, Ben is a fourth-year Honours Bachelor of Commerce student concentrating in accounting. He has worked in a treasurer and residence advisor position for Thorneloe University in Sudbury and holds his silver level Duke of Edinburgh Award. Ben plans on pursuing his MBA and CPA designation after graduating and would like to focus on his keen interest in sustainability in business practices. Benjamin would also like to continue his travels and focus on volunteer firefighting.

Alex Fievoli. Born and raised in Sudbury, Ontario, Alex is a fourth-year Honours Bachelor of Commerce student concentrating in marketing and finance. He is a member of Laurentian University's Commerce Council, and was the runner-up in the 2014 Venture Initiation Competition. Alex is a piano virtuoso, stand-up comedian, and an avid sports enthusiast who spends countless hours volunteering at his church and at the hospital. Alex skipped a grade in school and won 'Laurentian's Got Talent' in 2013.

Russell McMahon. Born and raised in Sudbury, Russell is a fourth-year Honours Bachelor of Commerce (en français) student focusing his studies in marketing and finances. Over the past two years he has volunteered his time to the Enactus Laurentian team as an executive in Marketing before serving as Vice-President. Russell enjoys engaging with people and hopes to enter the advertising and/or the business-consulting world upon graduation. However, Russell is also intrigued with the cultural differences and its impact on business relations. Further down the road, he aspires continuing his education and expanding his knowledge base in an international business field focused on the psychological relation between countries.

Luc Lagrandeur (Coach, not shown). Luc is Assistant Professor of Marketing and Business Consulting, teaching courses in marketing, marketing communication, social media marketing, business-to-business marketing, retailing management, marketing research, consumer behaviour, case analysis & competitions, small business start-up and business consulting. Luc is the Academic Advisor for the Enactus Laurentian team. Luc has 10 years of practical industry marketing experience; he held positions such as Strategic Account Manager, Marketing Manager and Manager of Customer Relations for one of Canada's largest information technology outsourcing company based in Montreal. His current research interest is on the implementation strategies of local government offering e-services using the virtual organization model.

London South Bank University

School of Business

LONDON SOUTH BANK

Jon Warwick (Coach). Jon completed his first degree in Mathematics and Computing at South Bank Polytechnic in 1979 and was awarded a PhD in Operational Research in 1984. During his time at the university he has been very active in course development and course management, and in 2002 became Professor of Educational Development in the Mathematical Sciences—a post which he currently holds. He has research interests in the teaching of mathematics, mathematical modelling and business decision support as well as systems thinking and organisational learning. He is also the Faculty's Director of Learning and Teaching.

Alexandra Lockhart. Born and raised in Brighton, Alexandra is now in the final year of her Business Studies degree, specialising in International Business Economics. After completing a year-long internship working in administration and finance in the facilities management industry, she was awarded an 'Exceptional Award' from her employer for her innovative contributions. Since returning to university, she has been selected as a student representative for her course, helping fellow students voice opinions and contribute to the future of London South Bank University. Alexandra was recently appointed a member of the Institute of Directors, which works to enable young graduates to interact with future employers across the UK.

Romans Altuhovs. Born in Latvia, Romans moved to London at the age of 17 and is currently completing the third year of his BA Marketing degree. After four years of Hospitality experience, Romans launched a photography business in June of 2014, which he is running on a part-time basis. He is also managing digital marketing for Pall Mall Barbers in London and holds a volunteer position as Communication Director of the university's Institute of Directors Steering Committee. Romans is passionate about travel; his future goals include travelling to other countries in order to explore new cultures and challenge himself personally and professionally.

Anna Howard (Coach). After achieving a first class honours degree in Accounting and Finance from London South Bank University, Anna went on to complete her ACCA professional exams whilst working in practise. Having completed her MSc in Accounting with Finance, Anna is now a Senior Lecturer at London South Bank University. She lectures in management accounting, is the course director of the Foundation Degree in Accounting and the BA (Hons) Accounting and Entrepreneurship, and is undertaking doctoral studies focusing on management accounting education.

Joseph Fitzsimons. Joseph moved to London from County Meath in Ireland to study Business at London South Bank University. During his time at LSBU, he has become a Student Ambassador, completed two internships, and studied for a semester in Paris. Joseph has a passion for the marketing industry and a keen interest in technology and entertainment. He is now in his final year and preparing to graduate. Joseph's key strengths include teamwork, creativity and problem solving. He is very excited about representing London South Bank University in the NIBS Case Competition!

Nirosan Balasingam. Raised in Germany, Nirosan has been living in the UK for two years, and is currently a third-year Bachelor of Arts student in Accounting and Finance. He has completed several internships in various sectors, including higher education, not-for-profit, and franchised companies. Nirosan has enhanced his professional accounting and management skills by working as an Assistant Accountant with Caskade Group Ltd. Among his many interests, he is a ball sport fanatic and fitness enthusiast. He is keen to work as a financial accountant in an established firm.

UNIBusiness

UNIVERSITY OF NORTHERN IOWA

COLLEGE OF BUSINESS ADMINISTRATION

NORTHERN IOWA

Evan Lefebure. Evan is a Business Management Major minoring in German. His ultimate goal is a career in international management or sales. People are his passion, and he cannot imagine a career without interpersonal communication. Evan was raised in rural Iowa, the heart of America's breadbasket, and wouldn't have it any other way. He enjoys meeting new people almost as much as he does learning new things, and is always looking to better himself on both a personal and professional level.

Christine Schrage (Coach). Chris has been assisting students at the University of Northern Iowa since January of 1998 as an instructor of Marketing, providing global opportunities to students, faculty, and partners around the world. She has been to approximately 50 countries, and has written five books about real children in various parts of the world. She lives on 8.5 acres near her son and grandchildren in northeast Iowa and loves to take care of it. Life is an adventure for her and she loves sharing the adventure with UNI students.

Brandon Honeyman. Brandon is a senior Marketing major at the University of Northern Iowa. He is also completing a minor in International Business and certificates in professional readiness and entrepreneurship. Brandon successfully co-founded a business in 2012 and has experience in a wide range of fields, including sales, marketing, logistics, recreation, management, and human resources. He recently accepted a full-time role as a District Sales Manager Trainee with Monsanto, and will be representing Asgrow/DEKALB national brand seeds in the area of Green Bay / Appleton, Wisconsin. Brandon is also an avid sports fan and a choir boy.

Luke Neuhaus. Originally from Amana, Iowa, Luke is a senior at the University of Northern Iowa. Although his studies have largely revolved around his majors in economics, accounting, and finance, he is also pursuing a minor in international affairs and a certificate in sustainability. Some of his academic and career interests include consulting, sustainable business, public finance, and international business. He is also a huge soccer fan, enjoys outdoor activities like camping, fishing, and hiking, and loves to travel.

Austin Martin. Austin is a Supply Chain and Operations Management major at UNI, graduating in May. He grew up in Waterloo, Iowa where he was part of the Cedar Valley Catholic School system. His time in the College of Business has been memorable. From studying abroad in Ireland last summer to competing in NIBS this winter, he has made a point of getting involved. Aside from leading Global Associates, a student organization centered on international business, he is also active in the Supply Chain Management Association.

UNIVERSITY of Prince Edward ISLAND

PRINCE EDWARD ISLAND

Shanice Sproule. Originally from north of Toronto, Shanice is a fourth-year Bachelor of Business Administration student. She is currently the Business Manager for UPEI's Student News Empire and works for her family's business, the Edenview Equestrian Center in Cambray, Ontario. As the Competition Coordinator, she is instrumental in its continued success. Shanice is an avid equestrian competing nationally in both the hunter and jumper disciplines, and plans to pursue a career in contract and equine law. She represented UPEI at the Atlantic Throwdown Competition in March of 2014 and will be competing at the 2015 Royal Roads University International Undergraduate Case Competition.

Jeremy MacAulay. Born and raised in Ottawa, Jeremy is a fourth-year Bachelor of Business Administration student with a minor in philosophy. With his father being an Island native, moving to PEI for his undergrad was a no-brainer for Jeremy. In conjunction with his studies, Jeremy also is a proud fourth-year representative for the UPEI Business Society. He has a strong interest in personal finance and hopes to pursue a profession in banking. He is currently an employee of TD Bank in Charlottetown. In addition to competing in NIBS, Jeremy will be competing in the 2015 Royal Roads University International Undergraduate Case Competition.

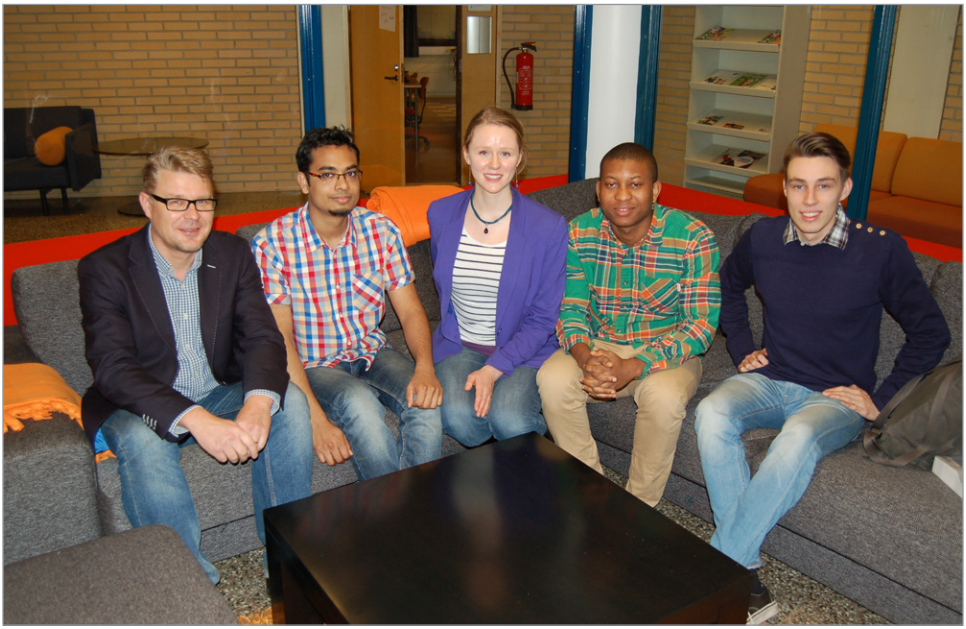
Luke Gaudet. A Charlottetown native, Luke is a third-year Business Administration student specializing in Accounting. He is also enrolled in the UPEI Co-op program and is completing his second work term. At the conclusion of the winter semester, Luke is looking forward to the adventure of a summer work term in Calgary. His future plans include completing his CPA and having an entrepreneurial focus in his work. In addition to his academic interests, Luke is an Executive member in the UPEI Business Society. He also enjoys reading and is very committed to fitness.

Kaitlyn Lord. Raised in Bathurst, New Brunswick, Kaitlyn is a fourth-year accounting student in UPEI's Bachelor of Business Administration program. In addition to maintaining a high academic standard, Kaitlyn is also a co-op student. She recently completed her last work term with Grant Thornton and will be returning upon graduation to pursue her CPA designation. Having recently caught the travel bug, Kaitlyn in this year alone has travelled to the UK, Germany, Czech Republic, Austria, France, and the Netherlands. Kaitlyn is also a member of the Charlottetown Community Choir.

Mary Whitrow (Coach, not shown). Mary has had the pleasure of being involved in the UPEI Case Competition Program for a number of years. In fact, during her time completing her Bachelor of Business Administration at UPEI, Mary competed in various national and international case competitions. While at UPEI she also completed a minor in the Spanish language, which included some course work in Salamanca, Spain. Before returning as Coach and Director of the UPEI Case Competition Program, Mary worked as a Marketing Specialist at one of Progress Magazine's TOP 101 Companies in Atlantic Canada. In addition to her case work at UPEI, Mary is the Managing Editor of the UPEI School of Business Magazine.

samk

Satakunta University of Applied Sciences



SATAKUNTA

Anssi Pajala (Coach). A Senior Lecturer at Satakunta University of Applied Sciences (SAMK), Anssi's main teaching areas are in Business Logistics and Entrepreneurship-related topics. He is has also been very involved in research groups working together with business. He was born in Finland and grew up in both in Sweden and Finland. After graduating (MSc) from Turku School of Economics, he commenced a career in the field of materials management and logistics. Before joining Satakunta University, Anssi worked with Nokia Networks in various operational and project management positions in Finland, Mexico, and the United Arab Emirates.

Muhammed Mustafizur Rahman. Born and raised in Bangladesh, Mustafizur spent several years in Russia and is an expert in east European culture. He is currently in his final year of the BBA program, studying International Business and Marketing logistics. He possesses excellent communication skills, speaks three languages, and brings a wealth of knowledge in financial analysis, financial accounting, financial ratios, and business mathematics. Mustafizur completed his practicum at Marva Media in Rauma, Finland. He plans to work in international business with a focus on Russia.

Tiina-Maria Niemi. A final-year Bachelor of Business Administration student from Kerava, Finland, Tiina-Maria is specializing in Logistics and Marketing. She spent a year on exchange in Russia thanks to a Rotary Club scholarship, and has held internships with the Finnish-Russian Chamber of Commerce in Moscow and an international recruiting firm in Rotterdam. She also recently spent time working in France. Tiina-Maria is preparing to move back to Rotterdam to work on her thesis—a market analysis of the wholesale business activities of Nordic countries with an emphasis on logistics. Multilingual and ambitious, she will graduate in May 2015 and is seeking a position in international business. She brings a wealth of theoretical knowledge and practical experience to the NIBS competition.

Andrews Senanu Osabutey. Born in Ghana, Andrews is a fourth-year BBA student studying International Business and Marketing Logistics. He possesses strong communication skills thanks to extensive team project work at Satakunta University. Andrews is well-versed in intercultural communications, having worked with students from across Europe, South Asia, and many other parts of the world. This experience enables him to adapt to a broad range of cultural settings and situations. He brings the best of both worlds to NIBS: African business culture mixed with western marketing and logistics training.

Niilo Peltomäki. Born and raised in Pori, Finland, Niilo is in the second year of SAMK's Bachelor of Business Administration program, concentrating in International Business and Marketing Logistics. An extraverted team player, he is also a calculated decision-maker. During his first year of study he participated in three different competitions between Finnish universities, where he enjoyed considerable success. Thanks to the international environment and extensive group work at Satakunta University, he has been able to interact with people from a broad range of cultural backgrounds. In future, he hopes to work in the logistics department of a multinational company.

ST. MARY'S UNIVERSITY

BILL GREEHEY
SCHOOL OF BUSINESS

ST. MARY'S

Carlos Salas. Son of an officer in the Air Force, Carlos was raised in several different locations including Venezuela and Puerto Rico. Currently residing in San Antonio, he is a third-year senior studying accounting at St. Mary's University. He serves as the President of the St. Mary's Accounting Club, Vice President of the Greehey Scholars Program, and Student Director of the VITA program. He has had the opportunity to work as an intern for companies including IBM at locations such as New York City, St. Louis, and Indianapolis, among other places. He plans on pursuing a corporate job.

Crystal Castaneda. Born and raised in Texas, Crystal is a fourth-year student majoring in Marketing. She is currently a team strategy member for the 2015 Values and Ventures Business Plan Competition at Texas Christian University. Crystal is an active advocate at St. Mary's, her passion for social justice led her to become founder of the first-of-its-kind Social Justice League organization on campus; she also served as a student government representative. After graduation, she will dedicate a year of post-graduate service in Ecuador, and use her experience in marketing to advocate for the poor.

Paola Retes Pineda. Raised in Honduras, Paola is a fourth-year Bachelor of Business student concentrating in Corporate Finance. As part of the E-Scholars program, she had the opportunity to practice her language and international business skills in Switzerland. Paola is Co-Founder and Vice-President of the Investment Society at StMU. She was co-winner of the Free Trade Alliance International Business Plan Competition in 2013. Paola serves as President of the Greehey Scholars Program, arranging corporate visits and instructional seminars for a group of twenty students. She currently works part-time as an Equity Research Analyst at Matterhorn Capital Management and plans to pursue a career in Finance.

Sarah Cantu. Born and raised in Texas, Sarah is a third-year Bachelor of Business Administration student studying marketing. Sarah is also a member of the Greehey Scholars Program and the Entrepreneurial Scholars Program. This past summer, she completed the Marketing EDGE Marketing Analytics (I-MAX) program and spent her summer as a Digital Marketing Intern for IBM. Currently, she is a part-time marketing intern with a San Antonio-based start-up called TrueAbility and a volunteer for Habitat for Humanity as well as Volunteer Income Tax Assistance. Sarah is passionate about entrepreneurship, digital marketing, and technology.

Jeffrey Johnson (Coach). Jeff is an Associate Professor of International Business and the Director of the Center for Global Business Studies within the Bill Greehey School of Business at St. Mary's University. He holds a Ph.D. in International Business from the University of Strathclyde in Glasgow, Scotland and an MBA with an emphasis in International Business from the University of Colorado. Jeff also holds the Certified Global Business Professional credential. He has extensive professional business, entrepreneurial, consultancy and international teaching experience. His research interests include small firm internationalization strategy, international entrepreneurship, and micro-multinationals.

UC Leuven Limburg

MOVING MINDS

UC LEUVEN-LIMBURG

Gilles Van Hool. Gilles is UC Leuven-Limburg's Bachelor of Business Management program, majoring in Accounting and Tax. His experience with business cases dates back to his time as team president in a business management game in Poland. Gilles also competed in the International Business Case Competition organized by UC Leuven-Limburg, where his team qualified for the finals. He recently completed an internship at PwC and will join the company again for another work placement in March. Besides accounting, tax and finance, Gilles' interests include football and maintaining social relationships.

Mario De Wolf (Coach). Mario is a lecturer at UC Leuven-Limburg in the department of Management and Technology. His main subjects are Market Research, International Marketing and Business Consulting Methods. Furthermore, he coaches several student projects. As a staff member of the International Office, he is departmental coordinator of the Erasmus Exchange Programme for incoming students. He also organizes the annual International Marketing Week and supports students in their search for masters studies abroad. His main hobbies are swimming, jogging, traveling and reading.

Fay Luyten. Fay is a third-year Business Management student, majoring in Accounting and Tax. Her previous experience with business analysis was in Latvia. At the UC Leuven-Limburg International Business Case Competition, held in October, her team advanced to the finals and, following a long day of hard and creative work, won the competition. Fay has a passion for tax and financial topics. She intends to work in an international setting, and is highly motivated to reach that goal.

Jeroen Masschelein. Jeroen is a dedicated Marketing Communications student, passionate about processes and new media. He previously worked at a start-up specializing in web design, where he analysed and successfully implemented several new processes. Jeroen also has expertise in analytics thanks to work experience with a marketing consulting company. In his leisure time, analysing and strategising for blogs is what keeps him awake. Jeroen loves travelling—Europe and North America are current favorites—since he enjoys exploring new cultures and meeting new people.

Matthias Liekens. Matthias is an ambitious and talented Marketing student, currently enrolled in UC Leuven-Limburg's Advanced Bachelor in Business Management program. He is keen to compete in business competitions such as the NIBS Worldwide Case Competition. Thanks to his creativity, marketing knowledge, and hands-on attitude, Matthias is able to navigate business cases with aplomb. He has a proven track record of successful internships and enjoys challenging projects. He can also sell virtually any marketing solution—provided he believes in it himself.

UNIVERSIDAD DEL ISTMO

SABER PARA SERVIR

UNIVERSIDAD DEL ISTMO

Luis Fernando Barillas. Luis Fernando is a versatile Business Administration student, concentrating in International Business and Marketing. He owns his own transportation and tourism company. Prior to becoming an entrepreneur, Luis Fernando worked for such companies as 3M, PubliNews, Junior Achievement Guatemala and Agropecuaria Popoyán. He developed projects focusing in marketing and expanding markets across the country. He also develops new business models to grow sales and market share across the country.

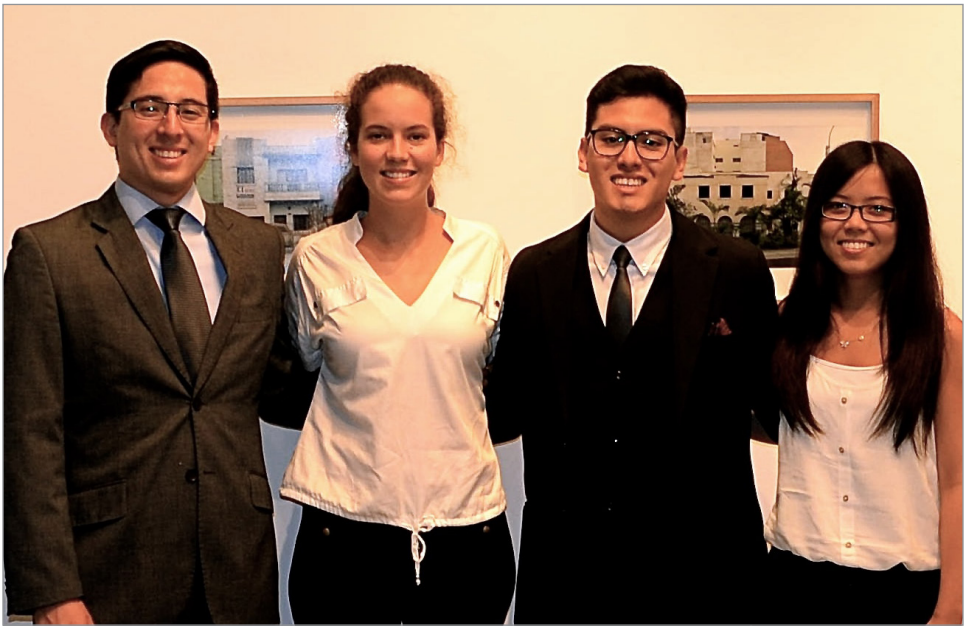
Marta María Godoy. Marta María studies Business Administration with a concentration in International Business and Marketing. Next, she intends to pursue an MBA to enhance her ability to generate value for any organization and her own projects. Marta María works hard to provide an outstanding, professional and ethical performance in every task she gets involved with. Her skills include planning, financial forecasting and analysis, customer service, and supply chain management.

Edgar Escribá. Edgar is completing his Bachelor degree in Business Administration with a concentration in International Business. He has secured a position with Xerox as Service Delivery Manager. Previously, he worked as a Marketing and Sales Manager in Panacea, a member of Trinomed Pharmaceutical, where he was responsible for sales, marketing and launch of new products in the line of natural medicine. He has also been a Restaurant Manager at Al Carboni, where he was responsible for contacting suppliers, kitchen staff and waiters.

José Andrés Méndez. José Andrés is a young entrepreneur and business developer, studying Business Administration with a concentration in International Business and Marketing. He works as a Trade Marketing Representative for British American Tobacco, Central America, and has started his own transportation company called TUBUS. José Andrés is also the National Junior Representative for CISV International in Guatemala. His main passion is to travel and listen to electronic dance music. He describes himself as a crazy, fun and creative guy. At the NIBS Case Competition, he wants to learn, find business partners and, most importantly, to win. Fun fact: He doesn't know how to dance.

Giovanni Solís (Coach, not shown). Management Director at the Universidad del Istmo's Faculty of Business since August 2013, Giovanni is responsible for the areas of management, strategy, economy and finance. He has been a Professor since 2008, teaching management and finance. Giovanni grew up in Guatemala City, studied Business Management with a minor in finance, and has completed master studies in values. Prior to being Director at the Business Faculty, he worked as Distribution Manager and Personal Lines Manager for American International Group (AIG).

UNIVERSIDAD DEL PACÍFICO



UNIVERSIDAD DEL PACÍFICO

Carlos Che León. Born and raised in the south of Peru, Carlos is passionate about Business Management. He recently completed a process consulting internship at a local firm, and currently works as a trainee in the reinsurance division of Aon Benfield. Carlos went on academic exchange to St. Gallen University, Switzerland, during the fall of 2014, and has spent time in Turin, Italy as a marketing research volunteer for non-governmental organization Re.Te. He is an active member of AIESEC and founder of the Consulting Club at Universidad del Pacífico.

Roxana Kern. Born in Germany, but raised in Peru, Roxana is a fourth-year Bachelor of Business Management student at Universidad del Pacífico. She has a keen interest in international business and is looking forward to pursuing a career in that area.

Daniel Concha. A Business Management student concentrating in finance, Daniel is a versatile fellow who takes pride in being involved in a wide range of activities. He has worked in both finance and bank oversight, and currently serves as a teaching assistant for several finance courses. Daniel also co-founded a non-profit organization, participates actively in the university council, and travels to international conferences and meetings as often as possible. In his spare time, he enjoys rock climbing and reading books on philosophy.

Cindy Su. Born and raised in Lima, Cindy is a fifth-year Bachelor of Business Management student. She has worked part-time as a practitioner of applied research within the school of business, where she was part of the team charged with developing an innovative new curriculum for the school. She has also worked in small business consulting, where she gained first-hand experience grappling with the challenges that small- and medium-sized businesses face when maturing and expanding. Later this year, she plans to go on exchange to Belgium.

Rossana Montero (Coach, not shown). Rossana is a professor of International Business at Universidad del Pacífico, where she teaches international business, international marketing, agribusiness and business plan development at both the undergraduate and graduate levels. Her private sector experience includes Business Manager roles with a variety of Peruvian export companies, particularly in the agribusiness sector. She has also worked as national director in the Ministry of Foreign Trade And Tourism (MINCETUR) and held several positions with the Commission on the Promotion of Peru for Export and Tourism (PROMPERU). She is currently completing her doctorate.

The University of Vermont

SCHOOL OF BUSINESS ADMINISTRATION

VERMONT

Jack Farrington. Jack is a Junior, majoring in Business Administration, concentrating in entrepreneurship, and minoring in economics. Born and raised in Vermont, he has worked in his family businesses—Farrington Construction Company and Farrington Properties—for the past 10 years, shaping a business oriented mentality with emphasis on intra and entrepreneurial ventures. Outside of school and work, he enjoys cooking, reading, playing cricket, and attending classical ballet performances. He plans to continue work in construction and commercial real estate, focusing on expanding business networks and opportunities locally.

Kenneth Wenner. Hailing from South Jersey, Kenneth Wenner is a third-year College of Engineering, Mathematics and Computer Sciences (CEMS) student dedicated to pursuing a life time of happiness as a Mechanical Engineer. Showing early signs of analytical poise, Ken ventured deep into Math-minded courses and succeeded through and through. Finding an interest more in Business than Engineering, Ken changed career paths and fell in love with the analysis of different companies. With a natural talent of salesmanship and excessive retail experience, this has given Ken all the tools needed to succeed well within the NIBS Case Competition.

Alex Farrell. Raised in Vermont, Alex is a fourth-year Bachelor of Science in Business Administration student at the University of Vermont, concentrating in Finance. He has represented UVM in numerous business case competitions, most recently on the Finance team for the Inter-Collegiate Business Competition. Alex is particularly interested in Real Estate and plans to work in Real Estate development. He has spent three years interning at BioTek Instruments, a manufacturer and distributor of laboratory equipment based in Vermont, as a Marketing & Sales Assistant. Minoring in Political Science, Alex is interested in the effects of legislation on economic growth.

Andrew Root. Andrew is a junior in the School of Business Administration, currently pursuing concentrations in Production and Operations Management and Emergency Medicine, with a minor in Biology. He has worked in customer service, sales, education, and project management. His competitive specialties are Operations and Marketing although he also competes for UVM in Alpine Ski Racing and competes on his own time in one-design sailboat races. Andrew hails from Padanaram, Massachusetts where he enjoys spending his free time skeet shooting and fishing with his family.

John Monahan (Coach, not shown). John obtained his BS in Economics from the US Air Force Academy and his JD from the University of Maine School of Law. While practicing law in Burlington for more than 30 years, he taught Business Law on a part-time basis at the University. He became a full time member of the School of Business Administration faculty in January 2013. He currently teaches Business Law and Business Communications in the school's undergraduate program.

NIBS 2015 ORGANIZING COMMITTEE

Robin Ritchie
Chair, NIBS 2015
Organizing Committee

Mary-Kate Fraser
Manager,
Volunteer Training
& Coordination

Gilles Leblanc
Manager,
Industry Liaison

Matthew Martin
Manager,
Social Events

Katie Lebrun
Logistics Team

Stephanie Grimes
Manager,
Planning & Logistics

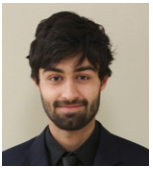
Trevor Smith
Manager,
Team Ambassadors
& Digital Engagement

Jennifer Gray
Judges' Coordinator

Shaun Cawley
Chair,
Social Committee

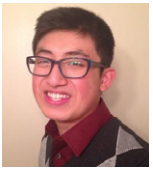
Heather Warren
Logistics Team

TEAM AMBASSADORS



Arya Abawi
University of Vermont
BCom
Finance / MIS
4th year

Cameron Beatty
Carleton University
BCom
Accounting
4th year



Jacky Duong
Satakunta University of Applied Sciences
BCom, Accounting
2nd year

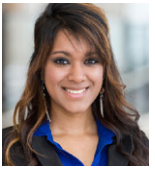
Brittany Harper
International Business Academy
MBA, Int'l Development
1st year

Kareem Mukbel
Concordia University
BIB
Global Finance
2nd year

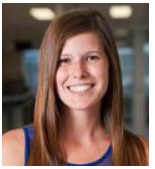
Laura O'Reilly
University of Northern Iowa
BCom
Marketing
4th year

Jessica Rutley
UC Leuven-Limburg
BIB
Marketing & Trade
2nd year

Karen Tran
University of Prince Edward Island
BCom, Accounting / MIS
4th year

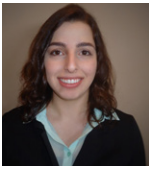


Sophie Ali
St. Mary's University
BCom
Int'l Business / Finance
4th year

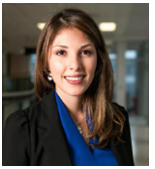


Charlotte Burrows
Universidad del Pacífico
BIB
Int'l Marketing & Trade
2nd year

Lena El Chamaa
Universidad del Istmo
BCom
Marketing
4th year



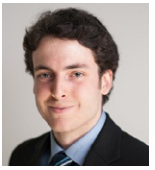
Nadia Helwani
London South Bank University
BIB, Global Finance
2nd year



Isabela Murillo
CESA
BCom
Int'l Business & Finance
2nd year

Rebecca Pullen
Laurentian University
BCom
Accounting
2nd year

Alice Seah
Jiangxi University of Finance and Economics
BCom, Marketing
3rd year



Brandon Wills
Dublin Institute of Technology
BCom, Accounting
3rd year

VOLUNTEER TEAM

Rushank Aggarwal
Syed (Ali) Ahmad
Adetoro Balogun
Filip Bogdanowicz
Xinyi Chen
Olivier Fung-Kone
Peter Gott
Ayna Halnazarova
Ayla Hedrich
Kevin Horak
Mietei Ikoli
Sarah Johnston
Mia Khalef
Brandon Law
Zichun (Cherry) Li
Cindy Luong
David Martins
Emma McDonald
Sharan Nayak
Eric Nguyen
Viktor Nham
Pearl Ogbechie
Tunmise Olatifede
Hong Pham
Caroline Pogue
Chris Ritchie
Ersa Russom
Thomas Schubert
Kaila Shatosky
Jessica Tan
Horla Torkornoo
Zhiyi Wang

JUDGES

INDUSTRY

Martin Aquilina	Hazlo Law
Maria Barrados	Barrados Consulting Inc.
Saad Bashir	City of Ottawa
Alex Beliaev	Export Development Canada
Joe Blomeley	Canadian Council of Chief Executives
Kevin Burman	Essar Steel Algoma Inc.
Paul Butcher	HostedBizz Inc
Doretha Carrington	Health Canada
Nicholas Charron	Charron Consulting Services
Jason Daley	Axia Strategists
Sheilagh Doherty	City of Ottawa
Miranda Dulmage	Transport Canada
Rowland Few	Entrepreneur
Don Hewson	HBS Marketing
Jennifer Markey	360pi
Raj Narula	Wesley Clover International
Marie Poulin	Export Development Canada
Waleed Qirbi	VoicePC Inc.
Bruce Raganold	Welch LLP
Alexander Rink	360pi
Aaron Sapelak	Export Development Canada
Michael Smart	Export Development Canada
Nigel Van Dalen	KPMG
Greg Weatherdon	Entrepreneur
Randy Whitcroft	Syntapa

Leslie-Anne Alba	CIBC
Tim Hall	Halogen Marketing
Lauren Jamieson	University of Ottawa Law School
Mimi Lam	Mistral Venture Partners
Stephaine Lawrence	Ameson Education Foundation
Zachary Levine	Osgoode Hall Law School
Sadaf Manoussi	Ernst & Young
Sarah Nichols	Deloitte
David Stewart	Municipality of Hastings Highlands
Emma Zaroski	Statistics Canada

ACADEMIC

Prof. Soheila Bashardoust Tajali	Carleton University
Alana Brzozowski	Carleton University
Prof. William Clements	Carleton University
Dr. Linda Duxbury	Carleton University
Dr. Lorraine Dyke	Carleton University
Prof. Alia El Banna	Carleton University
Prof. Darrell Herauf	Carleton University
Dr. Michael Hine	Carleton University
Dr. Diane Isabelle	Carleton University
Dr. Michael McIntryre	Carleton University
Dr. Lindsay McShane	Carleton University
Dr. Nicolas Papadopoulos	Carleton University
Dr. José Rojas-Méndez	Carleton University
Dr. Sujit Sur	Carleton University
Prof. Danielle Walsh	Carleton University
Dr. Joachim Link	Heilbronn University

SUNDAY, FEBRUARY 15

Opening Ceremony in River Building Amphitheatre, Carleton University **3:00 p.m.**

Leave the hotel at 2:15 p.m. and travel to the River Building on the Carleton University campus for the opening ceremony, where you will meet your Team Ambassador and visit the case preparation and presentation rooms. Teams will also be assigned to divisions and divisional matchups will be set.

Schedule of Events

3:00-3:10 p.m.	Welcome from the Sprott School of Business. Jerry Tomberlin, Dean, Sprott School of Business
3:10-3:20 p.m.	Welcome to Carleton University. Dr. Roseann O'Reilly-Runte, President, Carleton University
3:20-3:35 p.m.	Welcome to Canada. Steve Benoit, Chief Representative (Andean Region), Export Development Canada
3:35-4:00 p.m.	Competition Overview – Your stay in Ottawa Determination of match-ups by seeding and random draw
4:00-4:30 p.m.	Team Ambassador introductions & building tours

Welcome Reception in River Building Atrium **4:30 p.m.**

Experience Canada with a selection of culinary favourites from across the country, including salmon from British Columbia, vegetables and mushrooms from Ontario, and pâté chinois from Québec.

MONDAY, FEBRUARY 16

Case Competition - Round 1

- 8:30 a.m. - 5:00 p.m.
- 4 hour preparation for cases.
- Leave hotel no later than 25 minutes before your set-up time and come to River Building.
- Participants will drop off electronics and belongings in the Student Lounge, River Building Room 2224
- Lunch will be provided to teams in the preparation rooms at Noon.
- Lunch for coaches will be available in the River Building Atrium
- Lunch for judges will be available in the Judges' Lounge, River Building Room 2228
- After finishing your match, return to hotel or stay on campus to watch other presentations

Coaches' Meeting

- 5:15 – 6:00 p.m. in the Coaches' Lounge, River Building Room 2220
- Brief meeting to review operational and academic aspects of Day 1 of the competition. Opportunity to offer feedback and suggest potential adjustments to the remaining rounds of competition.

Dinner

- Competitors depart on foot from hotel at 6:55 p.m.
  Competitors' dinner at Real Sports Bar & Grill, 90 George Street, in the ByWard Market
- Coaches depart on foot from hotel at 7:20 p.m. (taxis will be used in inclement weather)
  Coaches' dinner at Sidedoor Contemporary Kitchen and Bar, 18b York Street, in the ByWard Market
- Return to hotel at 9:30 p.m.

TUESDAY FEBRUARY 17

Case Competition - Round 2

- 8:30 a.m. - 5:00 p.m.
- 4 hour preparation for cases.
- Leave hotel no later than 25 minutes before your set-up time and come to River Building.
- Participants will drop off electronics and belongings in the Student Lounge, River Building Room 2224
- Lunch will be provided to teams in the preparation rooms at Noon.
- Lunch for coaches will be available in the River Building Atrium
- Lunch for judges will be available in the Judges' Lounge, River Building Room 2228
- After finishing your match, return to hotel or stay on campus to watch other presentations.

Coaches' Activity
- 8:30 - 11:30 a.m.
- Depart hotel at 8:30 a.m.
- Coffee at Moulin de Provence, in the ByWard Market followed by a tour of the Royal Canadian Mint, manufacturer of collector and precious metal coins for Canada and dozens of countries around the world.
- Return to Campus at 11:30 a.m.

Dinner
- 5:30-6:45 p.m. — Buffet dinner on campus at Fresh Food Company, 3rd Floor Residence Commons
- 7:00 p.m. — Depart for hotel

WEDNESDAY FEBRUARY 18

Case Competition - Round 3
- 7:00 a.m. - 12:15 p.m.
- 3 hour preparation for cases.
- Leave hotel no later than 25 minutes before your set-up time and come to River Building.
- This is the last round of the group matches. Top two point-earners in each group advance to the quarter-final round in the afternoon.
- Teams that do not advance can stay to watch the quarter-final presentations in the afternoon, or use the time to tour Ottawa.

Lunch
- Available beginning at Noon.
- Lunch for participants will be served in the River Building Atrium.
- Lunch for judges will be served in the Judges' Lounge, River Building Room 2228.

Case Competition – Quarter-Finals
- 1:15 – 6:30 p.m.
- 3 hour preparation for cases.
- Depart for hotel at 6:45 p.m.

Evening Program
- Depart hotel at 7:30 p.m.
- Dinner at Tucker's Marketplace, 61 York Street, in the ByWard Market
- Karaoke Night at Pub 101, York St, in the ByWard Market.
- NOTE: Bus for tour of Ottawa on Thursday departs at 9:00 a.m.

THURSDAY, FEBRUARY 19

Thursday is your day to relax and get to know your hosts and fellow competitors better. You'll also have a chance to discover a few highlights of Canada's capital, selected by our team of student volunteers.

Meet Bus at Les Suites **9:00 a.m.**

Tour of Canada's Parliament
Board the bus and head for Parliament Hill. Take a tour of Canada's Parliament Buildings, including the Library of Parliament and the iconic Peace Tower.

Tour of Bridgehead Coffee Roastery
Travel by bus to the home of Bridgehead Coffee, a well-known local success story and favourite of Carleton students. The stop will include a tour of the company's roasting facility, where you'll learn about fair trade sourcing and the business of coffee, and have an opportunity to enjoy some of Bridgehead's finest blends.

Lunch **1:30 p.m.**
Travel to Dunn's Famous Deli for lunch. Enjoy a world-famous Montreal smoked meat sandwich, or one of their many other delicious options (vegetarian options available).

Tour of Ottawa Microbreweries **3:00 p.m.**
Enjoy an afternoon tour of Ottawa's craft breweries and sample new and exciting local brews.

Dinner
On your own.

Evening Activity
Experience Ottawa's club scene at The Great Canadian Cabin, located on York Street in the ByWard Market.

FRIDAY, FEBRUARY 20

Case Competition – Semi-Finals
- 6:45 a.m. - 1:00 p.m.
- 4 hour preparation for cases.
- Teams in the semi-finals should leave the hotel no later than 25 minutes before their set-up time and come to the River Building.

Coaches' Meeting
- 9:00 – 10:30 a.m. in the Coaches' Lounge, River Building Room 2220
- Meeting to discuss competition and recommend improvements for next year's event.

Lunch
- Available beginning at Noon.
- Lunch for participants will be served in the River Building Atrium.
- Lunch for judges will be served in the Judges' Lounge, River Building Room 2228.

Case Competition – Finals
- 1:20 – 6:15 p.m.
- 3 hour preparation for cases.

Evening Program
The 20th Annual NIBS Gala Banquet will be held in the River Building Atrium, on the Carleton campus. Join us for a very special night to celebrate your hard work and achievements. The event will begin with a reception at 6:30, followed by dinner at 7:30. During the meal, there will be brief speeches, followed by a keynote address by Peter Hall, Vice-president and Chief Economist, Export Development Canada. The official proceedings will culminate with an announcement of award-winners and medalists, including the 2015 NIBS World Champions.

At 9:45 p.m., head over to Carleton's famous Oliver's Pub for an after-party with all the volunteers that have helped make the week special. Relax with cocktails and nibblies, step out on the dance floor, and spend the rest of the evening with your new friends.

Return to the hotel at 1:00 a.m., or head out on the town for a final evening of fun in Canada's capital.

ROOM INFORMATION

Team Preparation Rooms & Lounges

CARLETON TB 202	**SATAKUNTA** TB 219	COACHES' LOUNGE RB 2220
CESA TB 204	**ST. MARY'S** TB 230	STUDENT LOUNGE RB 2224
CONCORDIA TB 206	**UC LEUVEN-LIMBURG** TB 234	JUDGES' LOUNGE RB 2228
DUBLIN TB 208	**UNIVERSIDAD DEL ISTMO** TB 236	
IBA TB 210	**UNIVERSIDAD DEL PACÍFICO** TB 238	
JIANGXI TB 213	**NORTHERN IOWA** TB 240	
LAURENTIAN TB 215	**PRINCE EDWARD ISLAND** TB 340	LEGEND: TB = Tory Building RB = River Building
LONDON SOUTH BANK TB 217	**VERMONT** TB 342	

Presentation Rooms

Rounds 1 & 2	**Round 3**		**Quarter-Finals**	**Semi-Finals**	**Grand Final**
Monday / Tuesday	Wednesday a.m.		Wednesday p.m.	Friday a.m.	Friday p.m.
RB3202	RB3202	RB3201	RB3202	RB3220	RB2200
RB3220	RB3220	RB3110	RB3220	RB3228	
RB3224	RB3224	RB3112	RB3224		
RB3228	RB3228	RB2200	RB3228		

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