

# GLOBAL MANAGEMENT CHALLENGE



The World's Largest Strategy  
and Management Competition

[worldgmc.com](http://worldgmc.com)



Simulation  
created by:

**Edit 515**  
Limited (uk)



ANGOLA, AUSTRALIA, BRAZIL, CANADA, CAMEROON, CZECH REPUBLIC, ESTONIA, GREECE, HONG KONG SAR (CHINA), INDIA, IRAN, IVORY COAST, LEBANON, KENYA, KUWAIT, LATVIA, LITHUANIA, MACAO SAR (CHINA), MEXICO, NEW ZEALAND, NIGERIA, SAUDI ARÁBIA, SENEGAL, PANAMA, PEOPLE'S REPUBLIC OF CHINA, POLAND, PORTUGAL, QATAR, ROMANIA, RUSSIA, SLOVAK REPUBLIC, SPAIN, AND UNITED ARAB EMIRATES.

# GLOBAL MANAGEMENT CHALLENGE



The Global Management Challenge is the largest Strategy and Management Competition in the world.

Launched in Portugal in 1980, by SDG and the EXPRESSO newspaper, more than 600.000 competitors comprising a range from company executives to university students have participated worldwide.

The Global Management Challenge consists of a Management Simulation in which each team runs a Company, with the objective of getting the highest Investment Performance.

This criterion measures the investment 'return' for the original shareholders not just as the value of their shares at the end of the competition but also after allowing for any shares purchased, or sold, and also any dividends received.

The success of the Global Management Challenge is due to the commitment of the sponsors, supporters, jury, media partners and the thousands of teams, that annually compete, with the objective of winning the Title of Best National Team and thereby qualifying to compete for the World Title.

The International Final, where the winning teams of each country compete for the World Title, is a milestone and prestigious event, which provides a unique experience of contact between different cultures and the reality of competing at an international level.

## WORLDWIDE SINCE 1980:

+600 000 University Students and Company Managers  
 155 000 Participating Teams  
 Nowadays 30 000 participants annually

"The first time that I used management simulators was in the role of a University Professor.

The enthusiastic reaction of my students was such that I immediately realised the potential of this technology and thus was born the biggest strategy and management competition in the world.

To EXPRESSO Newspaper, our partner since the beginning, we owe the worldwide projection of the Global Management Challenge.

The success of the Global Management Challenge accomplished over these 30 years has been due to the vision and determination shown by all those who have participated in it.

I extend my thanks to you all for believing in this challenge as much as I."

Luis Alves Costa  
 Global Management Challenge founder

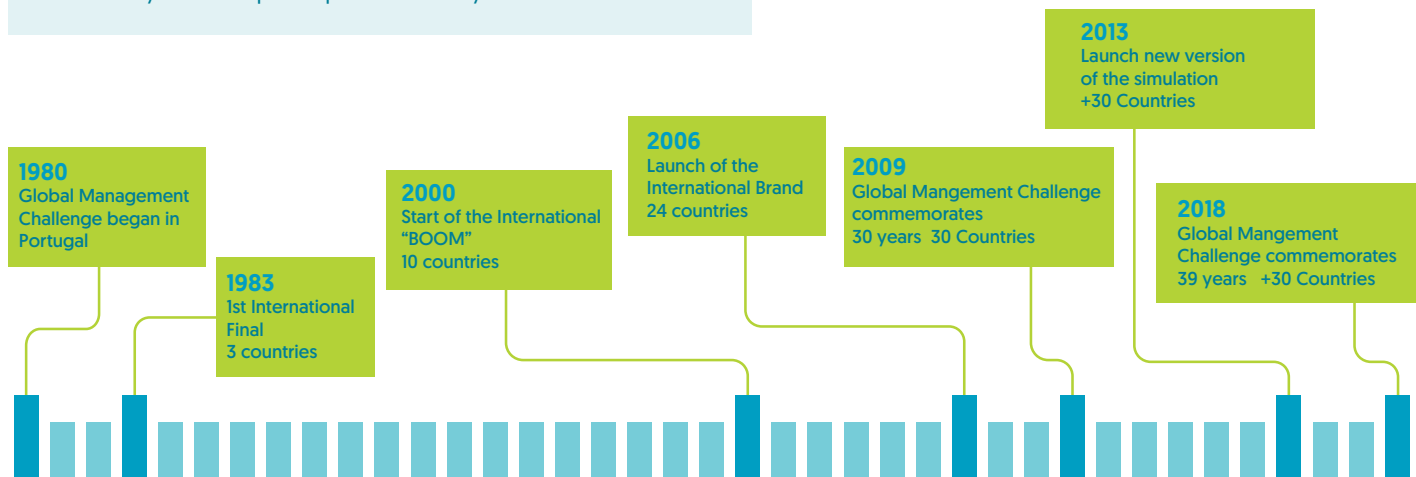
## BENEFITS

Participants define the strategies, establish interactions between the different functional company areas, take decisions and analyse the results, obtaining a practical insight about the key factors of success in a company:

- The ability to think strategically;
- Understanding of the financial aspects of business management;
- Flexibility in a dynamic environment;
- The spirit of entrepreneurship;

## INTERNATIONAL FINALS

Year	Winner Team	Location
2017	Czech Republic	Dubai
2016	Macao	Qatar
2015	Russia	Macao
2014	Russia	Czech Republic
2013	Russia	Russia



## TESTIMONIAL FROM LAST YEAR WINNER TEAM

GMC is a unique platform offering anyone - to students as well as adults - from across the globe to test their abilities and experience what is it like to manage your own business.



### Czech Republic

WINNER TEAM  
INTERNATIONAL FINAL 2017



TEAM  
Michal Vilímeček, Lucie Jelínková, Lukáš Kruml

## LEADERSHIP, EXCELLENCE, SPEED, INNOVATION AND DIFFERENTIATION

“Staples supports students teams to contribute to the education and integration of young people in the business world. The Global Management Challenge portrays the modern values and fundamentals of global management that are: leadership, excellence, speed, innovation and differentiation. “We are delighted to sponsor this initiative, since we see in ourselves targeting the achievement of these values”.

Carlos Maia // Staples Europe

## UNIQUE OPPORTUNITY TO DEVELOP KEY SKILLS OF STRATEGIC PLANNING

“Global Management Challenge provides a unique opportunity to develop key skills of strategic planning. Simulation of the business environment allows to learn and gain practical competence necessary to work and succeed in real life business. The program combines the so-called hard skills with soft skills and thanks to that develop the full potential of the participants. Participation in the Global Management Challenge is part of our policy of employees development. It promotes talented people whom by participation in GMC can take advantage of and develop previously acquired knowledge and skills.”

Michał Ostalski // KPMG Poland

## GREAT OPPORTUNITY FOR STUDENTS AND PROFESSIONALS

“To participate in the competition is a great opportunity for students and professionals, to simulate decisions and to experience the daily situations of the business world. This experience accelerates the learning process and the professional maturity as it clarifies the infinity of factors that must be considered when making a business decision. Another remarkable point is the possibility of relationships between Brazilian and foreign participants, which provides them opportunities and cultural exchanges. The differential that Global Management Challenge adds to the curriculum brings benefits both for those who seek a corporate career or want to develop their own businesses.”

Daniel Garcia Corrêa // Senac University Center Brazil

## EVENTS

Every year, there are organised several events of the Global Management Challenge, joining the finalist Teams, the Partners, the Jury, the Sponsors and the Supporters.

The most important event is the International Final, where the Worldwide winner is announced. Being held in an international context, it provides a once only unique contact with other experiences, realities and cultures.



International sponsor of the year - Qatar  
José Gonçalves, Accenture Portugal



Teams, International Final

## SOME COMPANIES INVOLVED IN THE COMPETITION:

ACCENTURE, AVON, AXA INSURANCE, BP, COCA-COLA, DELOITTE, EDP, ERNST & YOUNG, ESSLOR, GOOGLE, HEIDRICK & STRUGGLES, HEWLETT-PACKARD, INTRUM, LG, KONICA MINOLTA, KPMG, MCDONALD'S, MERCEDES-BENZ, NORS, PFIZER, PRICEWATERHOUSECOOPERS, RANDSTAD, SIEMENS, SONY, STAPLES, UNILEVER, ETC

For more information,  
please visit our website  
[worldgmc.com](http://worldgmc.com)

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