

## Media Release

### **Singapore students are world champions in the CIMA Global Business Challenge 2015**

*A team of four Singapore Management University students nabbed Singapore's first win in the global final of the prestigious competition*

**Singapore, August 14, 2015 (Friday)** - Singapore Management University students have triumphed in the global final of an international competition for future business leaders in Poland.

SMU's Tueur Consulting, were crowned champions at the CIMA Global Business Challenge (GBC) 2015, beating 25 other talented teams from around the world.

The contest, into its seventh year, is run by the Chartered Institute of Management Accountants, in partnership with Barclays.

Business and accountancy undergraduates, Samuel Tan, Feng Luwei, Tan Jhun Boon and Han Meng Siew made up the team called 'Tueur Consulting'. They flew to Warsaw after winning the national final in June to represent Singapore.

At the global final they presented a business case which was assessed by a panel of industry expert judges from organisations across the globe.

The GBC is an international competition designed to bring out the best in potential young business leaders and provide them with the opportunity to showcase their talent on a global platform.

The team initially beat more than 30 teams to become Singapore champions, then outshone over 14,000 international students to emerge as global champions at the GBC in Poland.

Other competing countries and regions included Australia; Bangladesh; China; Ghana; Hong Kong; India; Indonesia; Ireland; Malaysia; the Middle East; Nepal; New Zealand; Pakistan; the Philippines; Poland; Russia; Singapore; South Africa; Sri Lanka; Vietnam and Zambia.

On discovering they had been awarded top prize, Tueur Consulting's team leader Samuel Tan said: 'This experience has been incredible. We came to the global finals with the intention of bringing home the first champions' trophy for Singapore's Golden Jubilee. We are thrilled that we have succeeded!'

Feng, recalled the nerve-racking moments in the final hour of the competition. 'We were given a case scenario and were instructed to come up with solutions to be laid out in a 20-slide presentation within 15 minutes! I relied heavily on what I have learned in the last two years as a member of SMU's business case club, Cognitare, to develop a concise and conclusive structure that was logical and simple to follow. I am so glad we managed to put forth a convincing case!'

Andrew Harding, managing director at CIMA, said of the SMU team: 'I would like to extend my congratulations to this year's GBC champions, Tueur Consulting, and pay tribute to them on their outstanding performance.'

'The GBC is a hugely rewarding event for CIMA as it gives us the opportunity to discover and showcase the talented young business leaders of tomorrow. The standard of this year's competition

has been one of the highest we've ever seen and I have no doubt that our winners have a bright future ahead of them.'

Shavonne Sim, CIMA's Singapore Country Manager added: "The Singapore Management University team has certainly proved their mettle at the GBC with their top-notch skills and potential. They faced stiff competition from international competitors and were judged by some of the world's top executives at companies including Barclays, Deloitte, Shell and CIMA. We are elated that Singapore has emerged champions at the GBC for the first time!'

Professor Cheng Qiang, Dean of SMU School of Accountancy concluded: "My heartiest congratulations to Samuel and his team members! Our students have been rewarded as worthy winners for all the hard work they have put into this global competition. Such an experiential learning activity gave them a great opportunity to work as a team efficiently and effectively, and tackle real-world business cases within a very short time. I am very proud of their exceptional performance and would like to thank Assistant Professor Yuanto Kusnadi who has given considerable amount of time and energy to guide the SMU team towards attaining this fantastic achievement on the world stage!"

The winning team received the champion's trophy and an Apple Watch for each team member.

Runners-up for the overall title came from Asian universities namely the Sardar Patel Institute of Technology in India and the De La Salle University in the Philippines.

- End -

### **About Singapore Management University**

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU education is known for its highly interactive, collaborative and project-based approach to learning, and for its technologically enabled pedagogy of seminar-style teaching in small class sizes.

Home to around 8,800 undergraduate, postgraduate, executive and professional, full- and part-time students, SMU is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in interdisciplinary combinations of these areas.

SMU has an emphasis on generating rigorous, high-impact, and relevant multi-disciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities from USA, Europe, China and India, as well as with partners in the business community and public sector, through its research institutes, centres and labs. SMU's city campus is a state-of-the art facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. [www.smu.edu.sg](http://www.smu.edu.sg)

### **About CIMA**

The **Chartered Institute of Management Accountants (CIMA)**, founded in 1919, is the world's leading and largest professional body of management accountants, with over 227,000 members and students operating in 179 countries, working at the heart of business. CIMA members and students work in industry, commerce, the public sector and not-for-profit organisations. CIMA works closely with employers and sponsors leading-edge research, constantly updating its qualification, professional experience requirements and continuing professional development to ensure it remains the employers' choice when recruiting financially-trained business leaders.

Professionalism and ethics are at the core of CIMA's activities with every member and student bound by robust standards so that integrity, expertise and vision are brought together.

CIMA has formed a joint venture with the American Institute of CPAs (AICPA) to establish the Chartered Global Management Accountant (CGMA) designation. CGMA is the global quality standard that further elevates the profession of management accounting. The designation recognises the most talented and committed management accountants with the discipline and skill to drive strong business performance.

CIMA is proud to be the first professional accounting body to offer a truly global product in the fast-moving area of Islamic Finance. CIMA also offers a Global Business Services qualification, in conjunction with The Hackett Group, the first and only global professional qualification in the shared services and outsourcing arena.

CIMA organises the Global Business Challenge (GBC), an annual international business competition for undergraduates, designed to bring out the best in the young business leaders of tomorrow. Students work together in teams to present a business case study, showcasing their talent in business management. The GBC has grown year on year, from 8 participating countries in 2009 to 26 in 2015.

For more information about CIMA, please visit [www.cimaglobal.com](http://www.cimaglobal.com)  
Follow us on Twitter at [www.twitter.com/CIMA\\_News](https://www.twitter.com/CIMA_News)

---

For media queries, please contact:

Ms Lyn Lee Foo  
Assistant Director, Corporate Communications  
Office of Corporate Communications and Marketing  
DID: (65) 6808 5238/ (65) 9694 0842  
Email: [lfoo@smu.edu.sg](mailto:lfoo@smu.edu.sg)

Ms Shavonne Sim  
Country Manager  
Chartered Institute of Management Accountants  
DID: (65) 6824 8254/ (65) 9654 2220  
Email: [Shavonne.Sim@cimaglobal.com](mailto:Shavonne.Sim@cimaglobal.com)