



BULL & BEAR

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MM – what? – ICC!

An amazing international event AND 3rd place for McGill!

CHLOE KANGAS

Tuesday March 25 to Saturday March 29 2008, the Desautels Faculty of Management hosted the 8th Annual McGill Management International Case Competition. Completely student-run and one of the top three case competitions in the world, MMICC is also recognized as the most fun, with 3 days of social activities leading to a challenging multidisciplinary business case.

Teams from 12 top business schools in 10 countries on 4 continents met for the first time at Tuesday evening's Inaugural Cocktail, hosted in the Bronfman 6th floor Executive Lounge and featuring speakers Robert Boyle from Chubb Group, Dean Peter Todd, and Professor Richard Donovan. Later on, everyone let out their inner rockstars with karaoke at Trix bar. The icebreaking activity was just the beginning of the unforgettable memories and multicultural friendships that MMICC invariably creates.

On Wednesday morning, participants went snowtubing at St-Sauveur Mountain. When the bright sunshine suddenly gave way to flurries of snow, it was quite a treat for the delegates who had never seen snow before coming to MMICC. Lunch was hosted at an authentic Quebecois sugar shack, where we were encouraged to pour maple syrup on every dish. A less sugary Opening Ceremonies dinner was held at Pointe-a-Callière Museum – built directly on top of Montreal's birth place in the Old Port – where delegates were treated to a multimedia show and tour of the archeological sites. Everyone could feel the MMICC hype as each team randomly selected their case presentation order and showed off their school spirit with a cheer. That night, participants bonded over bowling and billiards at Sharx.

The next day, the delegates were set loose in the city to complete a scavenger hunt inspired by the Choose Your Own Adventure books. Led by MMICC's awesome and invaluable student ambassadors, teams explored locations in the St-Laurent, St-Denis, Old Montreal, and Plateau districts, collecting points at each stop and recording their adventure with disposable cameras. Prizes were later awarded in four categories: Most Points, Photo Creativity, Team Spirit, and Quiz Scores. On Thursday evening, title sponsor HSBC Bank Canada provided a networking cocktail at Sofitel Hotel. Guest speaker Miguel Darrieras, Senior Vice President for Quebec and Atlantic Canada, commented that the geographical distribution of MMICC's participating schools proportionally reflected HSBC's presence across the world, which emphasized how important it is to have a global perspective.

This year's case was on E+Co, an NGO that supplies clean, modern energy to developing countries by investing in small local entrepreneurs. Coincidentally, the case reflected MMICC's 2008 Green theme. Following an intense 24-hour case cracking period, the delegations presented their recommendations before a panel of esteemed judges representing some of the best firms in the Montreal business community, including title sponsor HSBC Bank Canada, Deloitte & Touche, Freedom 55 Financial, Chubb Group of Insurance Companies, National Bank Financial, SavantSoft Technologies, Kinderville Group, Birks and Mayors Inc. and McKesson Canada. Presentations were free of charge and open to the public, which allowed McGill students to show their support for their favourite teams and learn how international students approach the issues surrounding clean energy.

After the final presentation, MMICC went to Auberge Saint-Gabriel in Old Montreal for the Closing Ceremonies Gala. The winners were: in first place, Thammasat University from Thailand; in second place, the National University of Singapore; and in third place, McGill University, represented by Christina Sauro, Allan Kellogg, Jodi Goldberg, and Faisal Butt. The other participating schools were Copenhagen Business School, HES Amsterdam, Hong Kong University of Science and Technology, Simon Fraser University, University of Adelaide, Università Commerciale Luigi Bocconi, University of Florida, University of Navarra, and University of Washington.

Photos of MMICC 2008 and more information available at www.MMICC.org