

GIBS MBA team heading to finals of 2016 Zurich Enterprise Challenge

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The Gordon Institute of Business Science (GIBS) is proud to announce that 2015/2016 MBA students Elicia Demont, Thomas Kgokolo, Jamal Sahib and Ewald Beukes of Team Brand SA in the 2016 Zurich Enterprise Challenge have made it to the final round of the global challenge.



Team Brand SA have done a phenomenal job ousting 78 other MBA and PHD teams from top Universities around the globe to make it to this stage. The final round will take place at the Zurich Insurance Global Risk Management Summit where the team will be presenting their risk mitigation and strategy proposal to 100 top global business executives. The summit will take place from 28-30 September at the iconic Intercontinental Carlton Hotel, Cannes in France. This year's theme is "Is disruption the new normal?"

The Zurich Enterprise Challenge has three phases, run by the Zurich Insurance Group and Project Firefly. This competition aims to identify the very best talent among the group of young people who want to start a career

in the world of risk management. This year the Zurich Enterprise Challenge had over 230 candidates, applying from 49 universities worldwide.

Team Brand SA made it through from the second phase of the competition where they were partnered with Zurich's multinational global transportation and logistics customer, Kuehne & Nigel. For this phase the team was required to present an innovative solution to solve a corporate challenge presented by their client. Because of the quality of their output on their case and the outstanding feedback from their client, the team were able to progress to the finals.

GIBS Senior Manager: Career and MBA Services, Adele Bekker, said, "We would like to congratulate the team for making it thus far in the competition. This competition has been an added bonus for our team as they are taking what they have learnt in their GIBS MBA classes and using it to tackle real business challenges."

The team is now currently working on their last pitch for the finals in France. "We wish them all the best for the finals," concluded Bekker.

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