



GLOBAL
ENTERPRISE
CHALLENGE

Global Enterprise Challenge

Participant Information Guide





Contents



Challenge Information	.1
Message from the Executive Director	.2
Partners and Collaborators	.3
Outline of the Steps in the GEC	.4
Schedule	.5
Event Location & Logistical Information	.6
Past GEC Participants	.7
Musala Soft Corporate Social Responsibility	.8
Musala Soft CodeIT competition	.9
Musala Soft Clients	.10
Contact Us	.11



Challenge Information

The Global Enterprise Challenge (GEC) is a unique opportunity for trainees to become familiar with issues related to doing business in the global economy and develop expertise that will be critical as they move forward in their education and careers. In addition, the work within a multinational team will strengthen intercultural competencies and increase participant awareness of soft and business skills.

The challenge will involve an overall analysis and presentation of a real-world company. Teams of 6-8 trainees will have a 2-hour period to meet, compare notes, prepare and deliver a 10-minute multi-media presentation to a panel of judges.

An awards ceremony will take place for the top finishers right after the results are calculated.



Executive Director



“On behalf of everyone at EUROPEN-PEN International I would like to extend my warmest greetings to everyone taking part in the 2nd French edition of the Global Enterprise Challenge, especially to our international guests.

2019 marks the 5th year of the Global Enterprise Challenge, the international business case competition for Practice Enterprise trainees. And we are especially happy to be hosting the 2nd French language edition of the Challenge in Plovdiv!

The international character of the competition is very much in line with our approach to real-world business skills training, which encourages trainees to look beyond borders and cultures and establish contacts from around the world.

We hope your experience is enriching, both academically and socially. Best luck to all participants!”

Sincerely,
Scott Mitchell

Partners and Collaborators

Event Organizer:



EUROPEN-PEN International
 EUROPEN-PEN International pilots the worldwide network of Practice Enterprises and ensures the promotion and harmonization of the concept's educational practices. Each year, more than 225,000 trainees benefit from our practical training in schools, universities and training centres around the world. Today, our network includes more than 7,000 Practice Enterprises in more than 40 countries including Bulgaria and 12 countries of La Francophonie!

Host Institution:



BUCT
 The Bulgarian Centre of Training Firms (BUCT) coordinates the work of and provides support and training to around 300 Practice Enterprises within Bulgaria and is the host organization for the Trade Fair and Business Challenge.

Case Study company :



Musala Soft

In 2000 we founded Musala Soft inspired by our desire to bring together technology and innovation to help big ideas come true. Nowadays, we keep doing it. We are an established and growing software services company with a strong track record of success in building innovative enterprise software solutions for multinationals and government institutions around the globe.

Musala Soft professional team provides expertise and creativity in all elements of the software life cycle - IT consulting, analysis, design, development, testing, implementation, integration and maintenance. Our offices in Sofia, Ruse, Burgas, Bulgaria and Skopje, Macedonia follow the latest design and agile teamwork trends to ensure work environment and processes where achievements flourish.

Outline of the Steps in the GEC

- 1** One real-world company has been chosen by the event organizers. All trainees will be analyzing and presenting on the same real-world company.
- 2** Basic information on the challenge event, the structure of the presentation and general information on the real-world company is sent to the Practice Enterprises that will have trainees participate in the Challenge.
- 3** Trainees have the option of researching the enterprise in advance of the competition. There is nothing formal to plan or prepare in advance, only to study the enterprise. Trainees may choose to organize ideas in advance to offer to their group as time and curriculum allows.
- 4** On the morning of the Challenge, trainees are divided into teams of trainees from different countries.
- 5** Teams will be given 2 hours to meet, review the presentation format, discuss the information to be included in the presentation/compare notes, create slides/prepare a basic multi-media presentation on the real-world company, develop a script, and rehearse their presentation.
- 6** Each team is then given 10 minutes to present to a panel of judges. Each presentation is followed by a brief question and answer period from the judges.
- 7** After all teams present, the results are collected and the top teams advance to a final round.
- 8** On the main stage, the final teams present to a group of judges.
- 9** The position of the top teams is presented at an awards ceremony after the end of the challenge.

Schedule

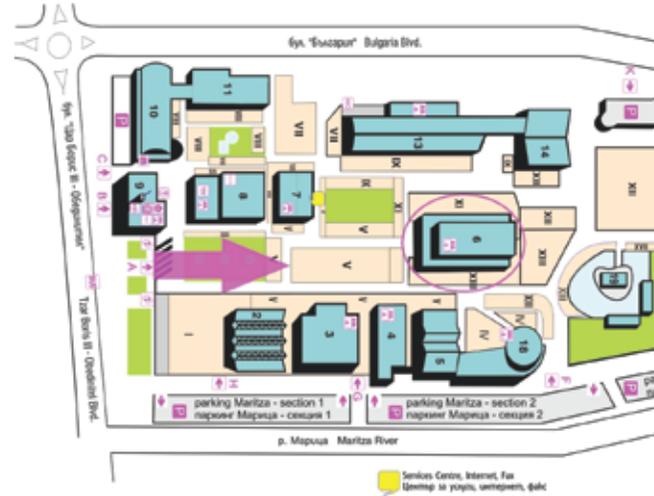
12:30 -13:00	Trainee Check-in
13:00 - 13:30	Opening Program
13:30 -15:30	Team Preparation During this time, each team will have access to a workspace, a laptop computer to complete the preparation for the Challenge
15:30 - 15:45	Assignment of trainees to presentation rooms
15:45 -17:30	Preliminary Round 1. Each team will have a maximum time limit of 10 minutes to deliver its presentation (a laptop will be available for each team's use). 2. Immediately after the presentation, judges will have a maximum time limit of 5 minutes to question the team about the case study and related business concepts.
17:30 - 18:00	Break and results calculation from preliminary rounds
18:00 - 19:00	Championship Round The highest-scoring teams from the Preliminary Round compete for the championship. There will be the same time limits for presentations and Q&A as in the Preliminary Round.
19:00	Awards Ceremony

Event Location



Name: International Fair Plovdiv,
 Pavilion 6, Hall 2
 Street: Tsar Boris III Obedinitel Blvd 37,
 Post Code, City: 4003, Plovdiv
 Country: Bulgaria

Logistical Information





Past GEC Participants



- Argentina
- Austria
- Belgium
- Brazil
- Bulgaria
- China
- Germany
- Hungary
- Italy
- Malaysia
- Romania
- Slovakia
- South Korea
- Sweden
- Switzerland
- United States

4 Continents
16 Countries
100s of Participants

Musala Soft Corporate Social Responsibility

Musala Soft is committed to be a socially responsible company.

We support our employees to be citizens of the World and together inspire and implement positive ideas for the sustainable growth of the society. The impact of such a behavior is not only “here” and “now” but also “in the future”. Musala Soft invests time, financial and human capital to increase the quality of education, increase the IT community’s capacity and develop a sustainable environment.

IT Community

Musala Soft is recognized as a leading investor in the field of knowledge, education and human capital by both national and international institutions and organizations. We constantly contribute to better-quality education and diverse growing IT community through variety of own initiatives as well as long-term partnerships with leading educational organizations, scientific institutions and startup hubs.

We help young talents in the beginning of their career path, IT specialists looking for personal and professional development as well as people who would like to requalify into IT. We are proud the results of our efforts have positive impact on both the academic and economic development in the region as well as on the global advancement in innovation and technology.

People

We not only have a large portfolio of CSR activities on our own, but we stimulate and support our employees’ and partners’ driven endeavors. We are enthusiastic participant in national, European and global projects that fit our vision for the people, society and environment. The list of Musala Soft’s partner organizations includes 70+ national and international NGOs, governmental organizations, student councils, cluster organizations, associations etc.

Sustainable Environment

Musala Soft is environmentally conscious and socially responsible. Our business is based on sustainability - ensuring that our activities preserve the environment for future generations. We recognize the importance of environmental protection at all times, comply with environmental laws and regulations, and invest in improving our everyday activities with consideration to the environment. Even when we donate computers to schools, organize charity bazars, sponsor and participate in sport tournaments etc., we keep in mind the way we do it and the message we send – think about our nature, be healthy and caring.

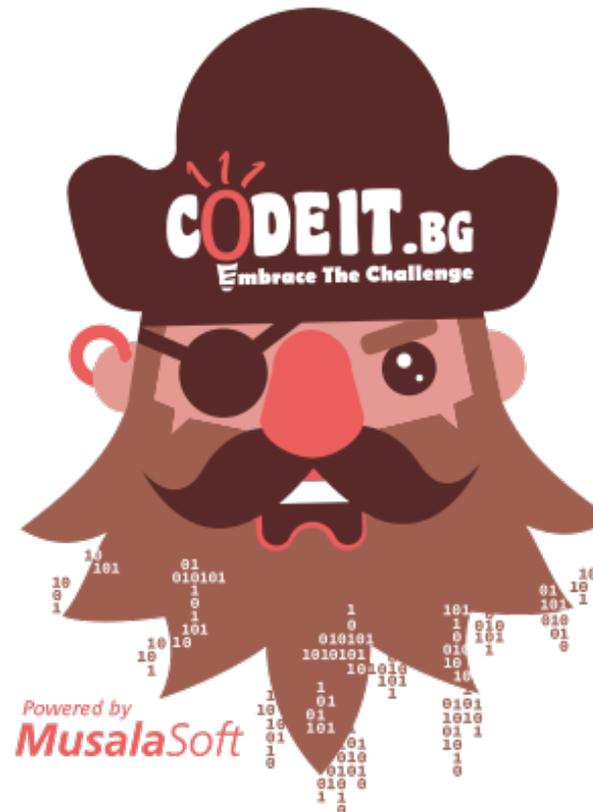
Musala Soft CodeIT competition

The International Programming Contest CodeIT is one of the longest lasting initiatives of Musala Soft, part of the corporate social responsibility policy and the strategy of the company to encourage everyone interested in algorithms, programming and information technologies. Musala Soft believes that the quality and efficient education and stimulation of talents support their strive for advancement and work for the better future of the software industry.

The CSLab team at Musala Soft is responsible for CodeIT – through the years, some of the most talented CodeIT contestants have joined the team, many of them holding medals in competitive informatics, contributing to Bulgaria being among the top five countries in the world with 100 medals from informatics contests.

Musala Soft wishes good luck to all contestants in the forthcoming edition of the contest CodeIT and supports them to follow their dreams!

Latest information about the contest can be found at CodeIT website and in the group on Facebook



Musala Soft Clients

Multinational enterprises and government institutions around the globe combine their strategy for success with our expertise and creativity to build a better future.

Due to our successful experience in complex geographically distributed projects, we have been recognized by prominent clients worldwide as a trusted partner, committed to professionalism, quality and value.

Our expertise includes strong track record in some of the most challenging and fast growing industries:

ICT (IBM, T-Systems, VMware, SAP, Atos, Cellent, Milestone, UGT, etc.)

Telecom (Deutsche Telekom, Telenor, A1, Vivacom, etc.)

Finance (OTP Group, KBC, DZI, Commerzbank, Generali, Bulgarian Guarantee Fund, Visa, etc.)

Government (Ministry of Interior, Traffic Police and NRA Bulgaria, Dutch Customs, etc.)

We have also executed substantial projects in **Automotive, Health, Gaming, Textile etc.** (Telus Health, Telus International, UGT, Phillip Morris, E.Miroglio, etc.)





GLOBAL
ENTERPRISE
CHALLENGE

CONTACT US

Tel.	+49 201 800 50 388
Website	https://gec.penworldwide.org
Mail	gec.plovdiv@penworldwide.org
Address	Karolingerstr. 93 45141 Essen, Germany