

31st January, 2013

To the students of Leading Global Business Schools,

**INNOVATEChina** is the international MBA business school competition hosted annually by the students of China Europe International Business School (CEIBS), one of the leading business schools in the world, ranked 15th in the 2013 Financial Times MBA rankings. We are inviting students from the world's leading business schools to take part in a business competition culminating in a Grand Finale taking place at CEIBS in March 2013.

**INNOVATEChina** is a platform for top business minds to interact and engage in intellectual discussion. Being the first student-run international MBA competition hosted by a Chinese business school and now celebrating our 6th year, **INNOVATEChina** draws global attention to current issues and creates innovative ideas that can make a difference.

### **INNOVATEChina 2013 Entrepreneurship Challenge**

This year, **INNOVATEChina** has added a special flavor: The social entrepreneurship challenge. At the moment China is one of the most dynamic markets in the world with huge opportunities for entrepreneurship. In line with its slogan "China Depth, Global Breath", CEIBS is providing a platform for dream chasers around the world to demonstrate innovative entrepreneurship ideas and to win investment capital to start their business. The business competition will therefore request MBA students around the world to link innovation with entrepreneurship and to prepare business plans willing to change the status quo.

In addition, this year **INNOVATEChina** is looking for entrepreneurial business ideas with not only business potential but also a huge positive impact on society and human beings. Social entrepreneurs innovate to create financially viable ideas that can make a difference. More than just a competition, **INNOVATEChina** aims at establishing a platform to connect the innovative minds of global business schools with the vast experience of business experts and venture capitalists in China to create a better society.

To find out more and enter our Preliminary Round for Grand Finale selection, please visit our website at <http://www.ceibs.edu/innovatechina/>.

**Remember:**

Team formation: A team of three MBA students

Language: English

Competition format: Business plan pitching + case competition

Submission format: Business plan, max. 10-page PPT, converted to PDF

Submission deadline: By midnight Beijing time, February 24, 2013

The Grand Finale date: March 23-24, 2013

We look forward to receiving your submission for our Preliminary Round!

Yours,

Organizing Committee

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