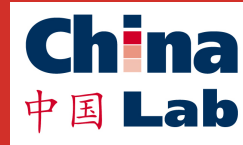


SDA Bocconi



中国

**CHINA**

**INSIGHT COMPETITION**

**2012**

*Second edition*

## Rules of the China Insight Competition (CIC) 2012 Edition

### I. Teams

- The China Insight Competition (CIC) is open to teams only.
- Teams should be composed by four or five participants (min=4; max=5)
- Participants should be graduate (regular or exchange) students ("laurea magistrale"/biennio) only that are currently enrolled in a university program.
- Preferably (not mandatory), teams should be composed by at least one Chinese student and/ or one student currently spending a study period in China.
- In each team, one person must be designated as the team leader.
- The team leader will be responsible for the registration of the team, for receiving communications from and communicating with the Competition Committee, and will be considered authorized to make all decisions on behalf of the team.
- Students looking for a team to join or needing more people to make a team will be provided the opportunity to list their names and contact information in a dedicated platform during the registration.

### II. Competition tracks

The CIC is divided in two major separate tracks:

1) **Opportunities in China (OC)**, requiring students to develop a strategic analysis focused on the attractiveness of selected industries in China, from the perspective of Italian companies. It implies the deep understanding of the key factors that influence industry health and profitability, threats and future opportunities. China has witnessed a strong growth and development in many industries, and some of them are strategic for Italian companies (e.g. mechanical machinery and equipment, food, fashion, furniture/design, etc.)

2) **China Outlook and Trends (COT)**, centered on the analysis of some specific themes that are crucial for the economic evolution in China and, by highlighting the possible impact on Italian companies. China has undergone amazing economic and societal transformations in less than three decades. Some themes are more strategic than others

in explaining these transformations (e.g. the evolution of consumers and distribution, the evolution of labor costs and working conditions, urban growth in China, etc.)

Teams should decide which track they prefer to compete in, and propose for each track the industry/theme they would like to focus on.

### III. Registration

Teams must accurately and truthfully complete the pre-registration form online at the [link](#) they will find on the competition web site ([www.sdabocconi.it/cic](http://www.sdabocconi.it/cic)).

The registration requires the following information:

- a. a team name;
- b. a list of all team participants, providing each participant's full name, ID (matricola), university affiliation (regular/foreign exchange student), nationality, location during the competition (Italy/China) and e-mail address;
- c. an identified team leader.

Teams have then to select:

- d. the track they would like to compete in (OC and/or COT) and their preference if any;
- e. two industry/theme proposals for each of the selected tracks, in order of preference;

A copy of the [Registration form](#)<sup>1</sup> must then be sent by email to [cic@sdabocconi.it](mailto:cic@sdabocconi.it), along with the following documents:

- Team motivation letter (1 page max.);
- Participants' resumes in English (CV).

Candidates should have a strong motivation and ensure their full commitment in developing the project throughout the preparation period. Before confirming their participation, students must verify that it does not affect their standard academic workload.

Students looking for a team to join or needing more people to make a team can post their requests at the [message board](#) they find on the competition web site ([www.sdabocconi.it/cic](http://www.sdabocconi.it/cic)).

Students only will be responsible for the composition of the team. The CIC Committee just provides the platform through which students can get in touch with each other.

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<sup>1</sup> You can find a copy here: <http://www.box.com/shared/dvxcab1i4z>

#### IV. Admission

The teams selected for the competition will be a maximum of 15 for each track. The CIC Committee based on the quality of the proposals, the strengths and potentials of the team participants, and the team motivation will make the selection. In order to increase the chances in the selection, we encourage teams to apply for both tracks. The selected teams will be assigned to one track only. The industries/themes for each of the selected teams will be assigned by the CIC committee among the ones indicated by each team. At the end, every team will be assigned to one track and to one industry or theme.

#### V. Timing and process

1. **Applicants (teams)** are required to register at the link: [Team Registration for the China Insight Competition](http://www.sdabocconi.it/cic) on the competition web site ([www.sdabocconi.it/cic](http://www.sdabocconi.it/cic)).

Single participants looking for a team to join or needing more people to make a team can post their requests at the following [message board](#).

Registrations **will be closed on March 3<sup>rd</sup> 2012 at noon**.

2. Selected teams, along with assigned tracks and projects, will be notified by email between **March 12<sup>th</sup> and March 14<sup>th</sup>**.

3. **Between March 19<sup>th</sup> and March 23<sup>th</sup>** a briefing session will be organized for students to align final projects' contents and format and to answer potential questions

4. Selected teams are required to submit their final projects with the **Project Summary Package** (see next section) by email to [cic@sdabocconi.it](mailto:cic@sdabocconi.it). Submissions will be open on May 14<sup>th</sup> and **will be closed on June 5<sup>th</sup> 2012 at noon**. No late documents will be accepted, and incomplete submissions will be disqualified.

5. **Finalist teams** will be notified through the Competition website and by email between **June 11<sup>th</sup> and June 13<sup>th</sup>, 2010**.

6. Between **June 18<sup>th</sup> and June 21<sup>th</sup>** will be organized "The CIC Presentation Day" in which the six finalist teams will have the possibility to present their projects in front of the Committee composed by senior faculty members of SDA Bocconi and industry experts.

## V. Project Summary Package

### 1. The Project Summary Package should contain:

- A cover page with the project name, main contact person's name, address, e-mail and telephone number.
- A 15/20-Page Project Summary Document (PowerPoint document) (excluding cover page).
- 1-page resume for the submitter or each team member
- Exhibits (if applicable) to show sketches, pictures, merchandise, store layout, and all type of images that can help supporting your project

Note: You can also add a link for a 3-minute optional video with your team's pitch. We recommend using <http://www.youtube.com> for video uploads. While optional, the video provides you or your team with a valuable opportunity to introduce your team members and showcase your project and / or particular aspects of it.

### 2. Projects will be judged according to the following criteria:

- Facts: accurate and comprehensive collection of data, variety of data sources
- Structure: rigorous and appropriate application of tools and concepts
- Analysis : relevance of business analysis, overall quality of the final report, autonomy and self-organizing capacity of the research team

### III. Prizes

1. A **Committee** composed by senior **faculty members of SDA Bocconi, industry experts** and **senior business executives** from Italian companies based in China will select the best projects from those submitted to CIC. Any information, documentation, data, business idea or concept related to the project and contained or embodied in the Documents submitted by the Applicant to participate to the CIC shall remain confidential and shall be processed only and exclusively by SDA Bocconi for the purposes related to this CIC. SDA Bocconi shall not disclose, sell, distribute or otherwise made available to other applicants or third parties any information. SDA Bocconi shall not be in breach of this provision to the extent that any information possibly disclosed is of public domain or has been disclosed or made available by the Applicant or a third party before SDA Bocconi's disclosure.

2. At the end of the competition, an **attendance certificate** will be issued to all participants who have attended to the competition, a **merit certificate** will be issued to the six finalist teams, a **win certificate** will be issued to the two top teams (one for each track).

3. The **six finalist teams** will receive the possibility to participate for free in the annual activities (seminars, events, presentations) organized by China Lab – Sda Bocconi School of Management.

4. The **two top teams** (one for each track) will win a **monetary prize** (1000 euro for each team). The CV of the team members will also be officially submitted to the group of companies affiliated to China Lab.

**For any questions please contact the competition committee:**

**[cic@sdabocconi.it](mailto:cic@sdabocconi.it)**