TEAM CURTIN

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The Global Student Challenge - The Fresh Connection is a supply chain online simulation game which is played by more than 10,000 students from 600 countries in 100 countries every year. The challenge enables students to apply key concepts of supply chain management with an aim to improve the ROI of crisis hit fresh juice company which is suffering severe losses. In the game new management team has been appointed to make the company profitable again by making strategic and tactical decisions in purchasing, operations, supply chain and sales.

The Global Student Challenge is basically so much more than just an international student competition! It provides a chance to gain valuable knowledge and develop skills needed to cross over to the corporate world. This competition provides a real life experience of a Corporate Executive and an opportunity to run own virtual company which enables students to prepare themselves for the professional world.

The competition has three stages, Qualification round which was played as part of the university curriculum in 7 rounds; then in Regional round in which we represented Curtin in Asia pacific region; and Global finals in which the top 27 teams from all around the world participated. This year it was the first time where top teams from The Fresh Connection and The Cool Connection (Supply Chain Finance simulation) were invited to compete for the Global Student Title. Basically, the organizers introduced, both streams of the Global Student Challenge (The Fresh Connection and The Cool Connection) in Global Final Week for the competition to title the combined Global Student Challenge winner irrespective of which stream they have qualified from.
The road to the Global Finals has been a roller coaster ride for us which includes many ups and downs and created a lot of good memories, team bonding, global network and most importantly a life time experience to represent Curtin University and Australia on a Global Stage. The 10 month journey was officially started in August in Curtin and ended in May at Gala dinner of Global Final with top 27 teams around the world representing 6 continents in Zwolle, Netherlands.

Getting into the global regionals and then the finals of this challenging and exiting student challenge was a not an easy task. For that we had to go an extra mile. At the beginning we did not know what we were facing. None of us have had the experience of playing with a Supply Chain Management (SCM) Simulation Software before. However, we immediately identified the opportunities that will come in the future if we understand the concepts and SC tradeoffs behind the game, and manage to make the right decisions not only as students but as SC professionals. This motivation was enough to start with the right foot. The decision of checking more material apart from the one provided in class, listing and asking our teacher (Dr Adil) key questions to improve our performance for the following round, and consulting other teacher (Dr Amir) for extra advice made the difference in our results.

Qualifying Round

In semester 2, 2017 The Fresh Connection was introduced to us by Dr Adil Hammadi as part of our Strategic Supply Chain Unit, where he asked the class to make a group of four as part of the final group assignment for this unit.

In reply we formed a management team of 4, Ahsan Ahmed (Vp Purchasing), Daniel Londono (Vp Operation), Nabeel Ahmed (VP Sales) and Philip Abraham (Vp Supply chain) to took over a crises hit Fresh Connection Company with negative ROI in a qualification round. Our team managed to turn the fortunes of the company in 7 rounds and we were able to finish as a top rank team in our university with a positive ROI of 9.12% which was among the top 5% in the competition globally. On the basis of our impressive result we got the invitation to compete in Regional rounds and represent Curtin University and Australia in the Asia Pacific region, which was the biggest and the most competitive region of the Global Student Challenge.
Regional Round

The second phase to get into the Global Finals was the regional round which was played in our semester break from 11th January 2018 to 6th February 2018. The Regional Finals were comprised of 3 rounds where top teams from the Asia Pacific region was competing to secure a place for Global Finals in The Netherlands. It was one of the opportunity where we wanted to capitalize and aimed to qualify for Global Finals and maximize our learning by working hard whilst many of our mates were enjoying their holidays.

The round was much more intense compared to qualifying rounds, with no margin of error as new scenarios and challenges were introduced in each round. The goal was to score the highest ROI in regionals and we took all the actions to estimate the outcomes of the decisions and calculated the risks accordingly to the scenarios which were presented to us. The time window of each round was 5 days long where our strategy was to go through individually and then we used to meet on Tuesday of each week to take the final decisions, as this was the only day where we all 4 were free. In the first round we manage to improve the ROI of the company from negative 16% to positive 23% which made us to dream for the Global Finals and motivated us to do even better in next round. In the end, we were able to finish the Regionals Finals with impressive weighted average result of 31% and made it possible to qualify for the Global Finals as the top performing team in the region to qualify as a wild card and became the only Australian team to reach to the finals.

“As part of our regional round we would like to shed some light on one of the incident which reminds us the journey being rollercoaster for us and where we lost our hopes to qualify for the Global Finals. Actually, the round used to close every Wednesday morning Perth time and we used to take final decision by 12 midnight max of Tuesday. On that day one of our team member Daniel was attending his Graduation Ceremony. So, we decided to make some important changes with more calculation as we about to save the final changes and suddenly due to time zone difference or bug in the system the game got close 6 hours before from its schedule time. We were totally shocked and we just went home without having a single word in between as we thought all our hard work went in drain. But then after reaching home we thought as our last hope, we should email the organizers explaining the situation and request them to open the simulation for just 15 minutes. We were eagerly waiting for their reply and were continuously refreshing the simulation. At 7 in the morning we were refreshing the window again and the game suddenly open with their email stating that “you can make the final changes” and we made the pre-decided changes in just 10 minutes. This ignited our hopes again to qualify for the Global Finals in The Netherlands. And after waiting anxiously for next
three weeks the results got out and we qualified which make us super excited to represent Curtin University and Australia on the Global stage”.

Flight to the Global Finals

After getting official invitation we all were very excited to compete in The Netherlands. But we did not thought of the hurdles involve in getting the Visa for The Netherlands. Our team was consisted of international students with 2 students from Pakistan, 1 from India and 1 from Colombia. To apply the visa we got to know it take 15 working dates to process and we have to travel to Sydney for biometrics where all the biometric dates were already booked to get the visa on time. Then, we contacted the embassy through email and they made special arrangement for appointment for our team. But the another hurdle was to have a valid Student visa at the time of application where Ahsan and Philip were waiting to receive visa extension which also might put the process on hold but we were lucky enough to get the Australian visa in a week time compare to normal processing time of 4 weeks. Despite the limited budget as a full time international student, we travelled all the way to Sydney to lodge the visa application and it was in between the semester so we decided to come back on the same day which was very hectic for us.

Also, all our accommodation was covered by The Fresh Connection but the airfares were not so we requested Curtin University to provide us funds in order to travel and participate in Global Finals. In this process Adil, Torsten and Arthur helped us by extra mile in every step to provide the required documents for the visa application and helped us in securing the funds which has reduced the financial burden placed on us. This relieve motivated again to focus for the preparation of the Global Final competition.

Global Finals

This year global finals were in Windeshiem University, Zwolle, Netherlands. Total top 27 teams from the both streams of Global supply chain challenge were selected from their regions. The final was exciting, intense and provided the chance of international networking with lot of other fun filled activities. The first round of each stream was opened for 2 hours where the remaining two rounds were used to get only 1.5 hours which was a new experience for us as we played online qualification and regional round with a 5 day window.

The schedule of global finals was in two parts, first two days were assigned for 3 rounds of The Fresh Connection followed by an activity day and then 3 rounds of The Cool Connection. The final result was announced by weighted average result of both the stream. The Cool Connection was different from The Fresh Connection as it has the proper finance element and it has a great impact on the overall decision of the company which was also something new
for us to experience. But to overcome the new challenge we worked really hard and studied late night to prepare ourselves after the activity filled day and finished 8 out of 27 top teams in the final which was a proud moment for us irrespective of not having any experience of The Cool Connection simulation.

The event was not only about academic competition but it also has lot of activities and challenges to test students in every capacity and allow them to provide a good platform to network with all the participants, organizers and visiting companies. They assigned teams in different groups of students and gave them task such as write or make a creative poster as ice breaker on the first day. Then on the second day they provide an opportunity to interact with companies and inquire about their culture and assess. Also, as part of the activity they organize a treasure hunt activity to explore the city and participate in different games. Our team really took every challenge and were seen actively interacting with all the teams, organizers and companies at all stage.

**Networking and company visits**

The global final was highly valuable for making new connections from all over the world and improve our communication skills, especially when interacting with companies. The networking component started from the day two with the visit from organizations such as Amgen, KPMG, Heineken, Henkel, PwC, DS Smith, ASML and more. They shared what they most value in a SC professional and what is like to work in their companies. They interacted with us and discuss industry trends and their recruitment processes. We remember the session we had in the middle of one of the rounds which made the game even more challenging and interesting. Basically, in the second round of The Fresh Connection the company professionals were involved in a role play where they acted as a potential 3\textsuperscript{rd} party logistics service providers (3PL), where we had the opportunity to divide our team into two and go into real life meeting with them and have to negotiate with them to get the best service out of them at the best price with shorter lead time and then decide which service provider would be best for our regional deliveries. It was challenging task but we enjoyed this exercise because it was an opportunity to showcase our abilities and especially to identify what skills we need to develop to get more chances to get a job. In addition to this, the experience of meeting 27 competitive teams from 18 countries around the globe expanded our network and understanding of different cultures, where we made some really good contacts which can help us in our future life.

The curtain of global final closed with the gala night in which winners and overall rankings were announced, the organisers throughout the week put lot of effort to make this event one of the best experience of our life. From the time, we check in and check out they
were there to help us. They understand that soft skills are also needed to excel in the professional life and to prepare students they added different actives every day for engagement and professional development. Everything was close to perfect the place where we stayed was a very unique idea as they converted their sports auditorium in global village, they provided us delicious meals every day, they took us for a company visit of Scania and Heineken to witness their production process and facilities and then a trip to explore Rotterdam with a great dinner in a Mediterranean restaurant where we all our exchanging our thoughts and making stronger bonds for life and lastly they arranged beautiful gala night to end the event.

We as a team feel really proud of what we have achieved in the event, we not only finished 8 but were actively involved in every activity to promote the name of Curtin University and Australia. We were open to new challenges every day and interacted and made friends all over the world.
When our instructor Mr. Adil asked us to make the team for the strategic supply chain unit, we made the team like we usually do for our units but had no idea that we will go on and achieve this incredible feat. The group was made which was transformed into the team by weekly meeting in the class and library. In qualification rounds it was decided that we will all research at home and take the final decision in university library every Thursday. Till the end of qualification round, we were just university mates who were working for this project.

In regional rounds during semester break, Ahsan invited everyone at his place for his place for the game, we met every Tuesday morning at his place, study, eat lunch, play video games and close the competition by midnight. The hours we spent together transformed this group of university acquaintance into friends and we helped each other in visa process and other hurdles too.

The global finals helped us in creating the special bond as we spend whole week together, doing different activities and representing each other as a group. Our team actively took part in every activity and used to study at late nights and make plan for the next day. The bond we form in our team will last forever. Two Pakistanis, one Indian and one Colombian. Three different backgrounds and cultures worked like a family with a unique vision i.e. to make Australia and Curtin University proud of the education provided and quality of students. Thanks for preparing us for a brilliant future.
Personal Experiences

Ahsan Ahmed

Coming from a business background I always wanted to run a company and turn its fortune into higher profits. To achieve that I ended up my interest in Supply Chain Management so that I can get more insights about operations and process involved in global business. Where, throughout my Master’s degree at Curtin University I have gain immense knowledge and skills required in today’s professional world and the amount of learning that I have received by doing various assignments, projects and research was countless.

For me, the introduction of The Fresh Connection as part of my studies was a life changing experience. It was a complete package of a real world scenario where I can apply my knowledge and skills and where decisions need to be taken in order to make the company profitable again. Basically, The Global Student Challenge provides me an opportunity to work in a collaborative and competitive environment where all the team members were looking after each department as it works in a real company and in order to achieve high ROI the decisions were based on consensus and align accordingly.

More importantly, to my team, my role was very crucial from the start as I was actively involved in understanding the game dynamics and motivated to qualify for the Global Finals. Apart from taking care of my department in the game, I was acting as a leader and coordinator for my team where I understood all the key functions involved from all departments so that I can help and complement the decisions of my co-team members to achieve the highest ROI at each level.

Also, on the basis of my performance I got selected for the Job Interview for KPMG and Amgen through The Fresh Connection talent hunt platform called Talent Connection. It was a very exciting moment for me as I was among the few candidates who was invited considering the big pool of potential candidates. This all happened during the Regional rounds which motivated me more to qualify for the Global Finals. I passed the first two interviews but unfortunately did not make it to the third and final interview which was supposed to be held during the Global Final week. This opportunity has driven strong intrinsic believe that through this competition we might get the breakthrough for our professional career and encouraged all of my team members to qualify and win the Global Finals.

Hence, in a nutshell “Competing in the Global Student Challenge is not only an experience of applying skills and knowledge in real world scenario but also a chance to network and build strong professional contacts with companies and other students competing in the competition. The Fresh Connection provided me an opportunity to showcase my skills
globally and improve my communication and professional skills. This experience is a life time with an enriched learning curve which I believe it will have a significant impact in my future professional life”.

Lastly, I would like to thank my Team members Nabeel, Daniel and Philip for being part of this wonderful journey and supporting my ideas and decisions. I would like to pay special thanks to Nabeel for being there as a friend in all the ups and downs in the journey, for staying awake late till night and for running around with me for the visa process and to the Global Finals. It was a truly an unforgettable experience of my life.

Daniel Londono

For me, Daniel Londono, this Global Student Challenge helped me to complement the academic concepts learned in my Master’s Degree with valuable knowledge and skills required in the corporate world. Learning from academic Journals and books is important to understand the concepts but it is as well it is necessary to associate this information with real business case scenarios. The student challenge gave me and my team the opportunity to put on the shoes of a manager and solve corporate problem using our academic background and previous experience, with the plus that we received valuable feedback from concessive decisions made in each round of the competition. This game helped us to develop communication and negotiation skills highly valuable to become successful SC professionals.

Nabeel Ahmed

For me, Nabeel Ahmed, this global challenge journey was just incredible. I started semester 2, 2017 after a huge setback in semester 1 and wanted to do something special that would reflect on my resume. Ahsan Ahmed, pushed me in initial rounds which spur the dream in me to represent Curtin University and Australia. I had a marketing background prior starting my postgrad studies, and my experience and education background was more focused on creating perception of the brand. I chose this course to understand the operations and trade off involved in business processes. This game provided me the unique insight of supply chain and logistics trade off and how fixing small issues can lead to greater profit I acted as my team communications and coordinated with organizers on many occasions and university to secure the funds. Global Student challenge week helped us to network with people all over the work which includes student, organizers and professionals. It also helped me in being more decisive and tested our group in 1.5-2hours window. This game helped me in working with team, improve communication skills and most importantly provided me the opportunity to represent my university in global platform and the experience I never forget. I am sure these all elements will help me in my professional career.
Philip Abraham

When we walk into Windeshiem University, I got really surprised because our accommodation was something really creative and organised where every team could interact with other teams. The global challenge was a good platform to meet supply chain brains all around the world. The game Fresh Connection was really different compare to previous rounds and the most challenging part was the time restriction where, we only got 1.5 – 2 hours to finish each round. Since we were used to a week time for each round, every round was stressful especially the coordination was really hard in the first rounds. But, the time constrain help me to feel the reality of the corporate world. Even though the concepts are well known, the application in real time with real business scenarios, with time limits was challenging. The Cool Connection was more challenging for me than the fresh connection, because it was the first time our team playing the game and the scenario was totally different and we had to manage our company’s finance too. The coordination with in the team help us to finish in top 10 of the world. The experience gained from global student challenge was priceless one which will help in the future.
Support from Curtin Staff to the Global Finals

This journey would not have been possible without the support of our lecturers and staff. From day one we got continuous support from university and we would specially like to Thanks them all and the important people that are part of our journey who made this road to Global Final possible are as follows:

Dr Adil Hammadi

He was our unit coordinator for strategic supply chain unit, in his first class he motivated everyone in the course to aim for the global finals. He supported and mentor our team in all 7 rounds of qualification phase. We played initial first 3 rounds with an aim to score the best in our class but he pushed us to aim for the global finals. His door was always open for us and he provided us presentation slides which were very helpful. He also encouraged us to go to other lecturers and search on the internet to get the maximum and best result. After we received our invitation for the global final, he was the first person our team contacted him to share the incredible news. He supervised us and asked for feedback throughout our journey which kept us motivated and we personally think that words are not enough to describe his help in this beautiful and eventful journey. We would like to thank him again for guiding and mentoring us throughout this journey and providing us the support letters which we used for visa process and Coordinating with Arthur and Dr Torsten on our behalf for financial support. In short, without him this journey wouldn’t had been possible. Thank you Mr. Adil.

Dr Amir Hossein Ansaripoor

We would like to say special thanks to Dr Amir as during the qualification phase in one of the rounds, our team member scheduled a meeting to get benefit of his vast expertise in supply chain analysis. He provided us some valuable tips which instantly impact on our overall result, we used his tips and calculation in all the 3 stage which helped to qualify for the regional and global finals. Even before leaving for global finals our team scheduled two meetings with him and asked questions where he helped us despite having busy schedule. He also provided us some important material which helped us in the competition. We thank him again for not only providing us his time and tips but also for always been there for us when we asked him to schedule a meeting. Thank you, Dr Amir.
Dr Torstein Reiners and Arthur White

After receiving the invitation for the finals, our team was very excited but at the same time we were worried about the financial burden as we had to find funds for visa, travelling insurance and airfares. Mr. Torstein and Arthur took care of it on our behalf and worked really hard to secure the funds for us. We were bit impatient but we knew we are surrounded by people who cares about their students and they were as excited as our team. They took the financial burden of us by securing the funds which helped us in preparing well for the finals. They were in continuous contact with us throughout the whole process and replied to our concerns instantly. They also provided us all the supporting documents in a day notice which we used for our visa. We would like to thank them again for making the process smooth and took all the responsibilities from us. Thank you Dr Torstein and Mr Arthur.

Last but not the least, I would like to thank Dr Adil, Dr Amir and Dr Torsten again for making our concepts strong in supply chain and taught us the best way to analyze things and to come up with best possible solutions. All the learning over the period of courses we have taken from you guys have made us able to implement those techniques and theories in the game and the result is in front of you. Also, special thanks to Arthur for the continuous support and help we got from you from the day 1 we started our journey in Curtin as a student and you are always there to help us in a best possible way. In the end, it is the Curtin University who provided us the platform where we were able to avail this life time opportunity and The School of Management and DVC Curtin International for providing us the funds to travel and participate in the Global Finals. Thank you all and we hope we make you all proud like this in future too.
Further Assistance from Curtin

We really appreciate how our lecturers helped us throughout the process and we can feel they are really proud of our achievements, however only few lecturers know about this achievement and not many students even in MCOM Supply Chain Management knows about it. We request Curtin to share our pictures and post regarding our achievement from their official LinkedIn and other social media account. This will not only highlight our achievement to students/staff but also employers who are looking for supply chain professionals and will know about it. This will also help Curtin as we and our family will share the post on their personal profile which will increase the reach in regions of Pakistan, India and Columbia which is one of the main markets of international students for Curtin University, where their marketing teams are working hard with local student agents to promote Curtin internationally. The idea of story publishing in newsletter really excites us, as it would be an amazing feeling to see our name their as we felt really proud to represent Curtin university and Australia in Global Supply Chain competition.

Future Recommendation

We really want our university to become regular in global student challenge and we would like to recommend few things which we feel would help our students.

- Encourage students of every unit of Supply Chain Management to play this game as by the time they will study Strategic Supply Chain they would be well prepared.
- Tell students how it is close to real life scenario and how it can help student in understanding the implications of supply chain concepts
- Ask lecturer to talk about this game on their first class of semester.
- Introduce Cool Connection for Supply Chain and Finance student to understand the game and know its importance when it comes to professional world. This will also help students to sharpen their concepts and do well in the competition.
- Add Fresh Connection and Cool Connection links on blackboard so student can easily access.
- Announce incentive and introduce title such as Curtin Supply Chan Maestro and ask student to compete not only for global finals but also for Curtin Internal ranking.

Also, we as a team would like to help you guys in any capacity, and are willing to share our experiences with the students to ensure our university having representation every year in the Global Finals.
Appendix

Link to the Newsletter Published by the Organizers


Link to Facebook page and Closing Ceremony

Please find us in actively participating in all the activities 😊


Global Finals from the Eye of the Camera

Arriving in Amsterdam
The Global Village
Grand Finale
Global Student Challenge 2018

Monday 30 April
8.00-17.00h

Thursday 3 May
8.00-16.00h

What is the Global Student Challenge?
The Global Student Challenge is introduced by the Supply Chain Finance Community to create awareness on and stimulate development in the topic of Supply Chain Finance. The contest aims at identifying the best student talents and connecting them to the corporate sector.

www.globalstudentchallenge.org

The Talent Connection
The Talent Connection works with leading companies that are looking for supply chain talents on a global scale. All talents are selected by using unique best-seller chain simulations (The Fresh Connection, The Cool Connection).

Some of the multinationals having used The Talent Connection!

The Fresh Connection
The Fresh Connection is an innovative web-based business simulation. It engages participants in making strategic decisions in the management of a manufacturing company of that model. Working in teams of four, participants will implement the functional roles of sales, purchasing, supply chain and operations.

Some of the multinationals having used The Fresh Connection!

The Cool Connection
The Cool Connection is a cross-functional business simulation which motivates your team to deliver optimal performance by using supply chain management best practices. The simulation allows teams of four to compete against each other. Participants measure their own performance against others and receive extensive feedback on professional lessons learned during the simulation. It is a unique format that makes The Cool Connection so powerful.

Some of the multinationals having used The Cool Connection!

About Windsheim
Knowledge institute for higher education and research.

With more than 20,000 students, thousands of other study participants and 2,000 members of staff at sites in Zwolle and Almere, Windsheim is one of the largest universities of applied sciences in the Netherlands.

Our specialization: applied research
As well as providing study opportunities, Windsheim is an important research centre. The university has several thriving research institutes striving a variety of themes. Windsheim specialises in applied research that supports business, the caring professions and the wider community.

Supply Chain Finance Community
The Supply Chain Finance (SCF) Community is an independent global community consisting of knowledge institutions, corporations, and supply chain finance professionals who share best practice and new research in an open, collaborative environment.

The aim of the SCF Community is to promote and accelerate the understanding, development, and implementation of supply chain finance models. Its founder members are leading business schools supported by corporations, banks, consultancies and technology vendors.
## Program
### April 29th – May 3rd

**Sunday, April 29th**
- 16:00: Arrival on Winchelsea Campus and Check In

**Monday, April 30th**
- 07:30: Breakfast (C-Building, Sport-Club)
- 09:30: Registration (C-Building, Atrium)
- 10:30: Opening Ceremony (Auditorium)
- 11:00: Setting-Up (C-Building, Atrium)
- 12:00: Lunch (C-Building, Atrium)
- 13:00: Round 1 (STCC)
- 15:00: Break
- 16:30: Ice Breaker (C-Building, Atrium)
- 17:00: Treasure Hunt (Zwolle City)
- 18:00: Dinner (C-Building, Sport-Club)
- 20:30: Game Night (C-Building, Sport-Club)

**Tuesday, May 1st**
- 07:30: Breakfast (C-Building, Sport-Club)
- 08:30: Coffee and Networking (Auditorium)
- 09:00: Introductory Meeting (Auditorium)
- 09:20: Pitch Workshop (C-Building, Atrium)
- 10:30: Break
- 10:45: Round 2 (STCC)
- 13:15: Lunch (C-Building, Atrium)
- 14:00: Round 3 (STCC)
- 15:45: Break
- 16:00: Matchmaking Interaction (C-Building, Sport-Club)
- 17:30: Networking (C-Building, Sport-Club)
- 18:30: BBQ (C-Building, Sport-Club)
- 19:30: Party (C-Building, Sports-Cafe)

**Wednesday, May 2nd**
- 07:00: Breakfast (C-Building, Sport-Club)
- 09:00: Company Visits (C-Building, Sport-Club)
- 14:30: Arnhem City Tour and Dinner
- 22:00: GWI Welcome at Global Village

**Thursday, May 3rd**
- 07:00: Breakfast (C-Building, Sport-Club)
- 08:30: Welcome Session (Auditorium)
- 09:00: Round 4 (STCC)
- 10:20: Break
- 11:00: Round 5 (STCC)
- 12:30: Lunch (C-Building, Atrium)
- 13:30: Round 6 (STCC)
- 15:00: Wrap-up (C-Building, Atrium)
- 18:00: Gala Dinner and Closing Ceremony

**Friday, May 4th**
- 07:00: Breakfast (C-Building, Sport-Club)
- 12:00: Check Out

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**Brainstorming Session in Break Time**
Active Listening is the key to Success

The Competition Area
Networking with other students
Active Participation in Activities
The Samba Dance
The Company Visit
Trip to Rotterdam via Sea
The Gala Night – Closing Ceremony
Some Dutch Treat
The Gala Night – Certificate of Participation