



PARTICIPANTS, GUESTS AND HOSTS WILL BE AVAILABLE FOR INTERVIEWS. PLEASE CONTACT FRANÇOIS RHEULT AT (514) 402-5382
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HOW DOES DIVERSITY STIMULATE INNOVATION?

WHERE: FAIRMONT THE QUEEN ELIZABETH HOTEL, 900 RENÉ-LÉVESQUE BLVD WEST

WHEN: JANUARY 3-8, 2012

LIVE CASE PRESENTATION: JANUARY 6TH, 2012 AT 10:30 AM

FINAL CASE PRESENTATION: JANUARY 8TH, 2012 AT 10:45 AM

FAST FACTS:

- Started at Concordia University in 1982
- Non-profit organization home to Montreal
- Oldest and largest MBA case competition in the world
- 200 MBA students from 12 countries tackle business cases for 1 week
- 250 professionals from the Canadian business community will judge their recommendations
- This year's theme is 'How does diversity stimulate innovation' (see press release attached)
- 1st Prize \$10,000
- Partnership with Allagma Technologies to film, store and stream the case presentations for the first time
- Partnership with PUMA providing a social space at the hotel for the 270 volunteers helping our cause
- Partnership with a local charity called Innovation Jeunes

KEYNOTE SPEAKERS:

- Lorne Gorber, VP of Global Communications and Investor Relations, at CGI
Wednesday January 4th, 2012 10:00 AM
- Diane Béliveau, Regional Manager, Africa, at EDC
Thursday January 5th, 2012 12:45 PM
- Laurent Tainturier, President of BASF Canada
Saturday January 7th, 1:15 PM

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LIVE CASE:

An actual company will be presenting a current business problem they are facing to the students. They will be looking for innovative business solutions from this diverse group of individuals who have come from around the globe to test their abilities in the largest and oldest case competition in the world. The identity of the company will not be revealed until a few minutes before it arrives on January 6th. Some of past years' companies include The Montreal Canadiens and Cirque du Soleil. We are proud to announce that the borough mayor of Ville St-Laurent Mr. Alan DeSousa will be attending this event as a judge.

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