

BCC 10*: A Success All Down The Line



The BCC has a long history full of stories of high potential individuals, anecdotes and successes. In the past 10 years, the project has undergone a lot of changes, especially with regard to the geographic and the thematic focus - students from 12 countries were eligible to apply to participate in four different academic disciplines.

First of all, the **anniversary year** started a very promising number of applications (more than 800 students submitted their application, 30% more than in the previous years) and of participants in the sub-competitions: More than 400 highly motivated students took part. For this reason, it was decided to accept also more participants for the international finals in Vienna (148 in total). The second impressive novelty was the fact that three of the competitions were sponsored by partner companies and institutions: **Erste Group Business Case Competition, Vienna Insurance Group ICT Case Competition and Energy Community Law Moot Court**. This meant that the topics of the case studies in these disciplines were provided from every day practice in the business world. Thirdly, never in the history of the BCC, such a rich framework program had ever been implemented.

The **Career Day South-Eastern Europe** was organized for the fourth time together with Austrian Trade and was co-financed by the Austrian Federal Ministry for Economy, Family and Youth. Thanks to this, 16 Austrian companies with businesses in SEE and 11 educational institutions could be hosted in the premises of the Austrian Federal Economic Chamber and were invited to get in touch with the BCC students. In the evening the BCC was **officially opened with a ceremony** in the Austrian Academy of Sciences. After the opening speeches by HE Ambassador Stefan Lehne from the Austrian Federal Ministry, Wolfgang Benedek, chairman of WUS Austria, and Knut Neumayer from ERSTE Foundation, Boris Buden held a keynote speech with the title "The Balkans - an imagined problem" during which he tried to explain what the difference is between Western Europe and the Balkans and why Balkan people should not try to become too much Western-oriented. The following discussion was moderated by Christian Ultsch from Die Presse.



Also on July 6, a conference took place in the Diplomatic Academy on the topic "**Linking Higher Education and Economy**" with stakeholders from SEE universities, student organizations as well as Austrian experts in this field. The conference aimed at broadening the basis for a potential BCC follow-up project by defining the status quo as well as the local needs in the field of linking higher education with the business sector. The days 3 and 4 were dedicated to the competitions for which the winners were announced during the **Awarding Ceremony** on July 9. Finally, the whole group went directly to Studio 44 for dinner and the following concert of RAMBO AMADEUS who brought a special guest: Leroy Emanuel, the guitarist of James Brown. This party was a tremendous success and can therefore be considered as a worthy closing for the BCC10* as well as the entire BCC history so far. Special thanks go to ERSTE Foundation which financed the party and thus made a collective celebration possible.



WUS Austria would like to thank all participants for their dedication, ambition and excellent work, all partners and sponsors for their support, all jury members, judges and case creators for their contribution and finally all staff members for a year of hard and devoted work.

Photos and the clip will soon be available on <http://www.bcchallenge.org>.

BCC10*:The Winners

Although all those who participated in the BCC as extracurricular activity aiming at putting theoretical knowledge to practice and getting in touch with potential employers, can be considered as winners, it is in the nature of a competition that some participants gave a better performance than the others and therefore deserve being mentioned and awarded.



These are the winners of the 10th edition of the Balkan Case Challenge:

Erste Group Business Case Competition

1st Place: Team B1 (Emanuel Tutek, Irena Efremovska, Ludmila Malai)

2nd Place: Team A2 (Desislava Todorova, Valentino Ljuljdjuraj, Andra Anghel)

3rd Place: Team C3 (Adina Racu, Nina Angelovska, Dardan Lajci)

Best Consultant: Alexandru Iscenco

Vienna Insurance Group ICT Case Competition

1st Place: Team J (Ivan Todorovic, Tarik Causevic, Olsi Celaj, Diana Ciocca)

2nd Place: Team I (Martin Schmidt, Bojana Radovic, Besart Osmani, Aizza Jundana)

3rd Place: Team F (Jelena Kljakovic-Gaspic, Oxana Ungureanu, Milan Milojevic, Liviu Varga)

Best Consultant: Lyudmila Georgieva

Special Award from VIG: Martin Schmidt

Energy Community Law Moot Court

1st Place: Team E (Aleksandra Saranovic, Stefan Ionescu, Nina Spataru, Sonja Gitaric)

2nd Place: Team F (Jelena Brajkovic, Alexandra Ungureanu, Kristina Kragujevska, Adriana Minovic)

Best Orator: Ozana Olariu

Model European Council

Best Diplomatic Skills: Adnan Cerimagic

Best Rhetorical Skills: Visar Ramaj

Best Lobbying Skills: Anja Gengo

Best Teamwork: Latvia, Spain

Oman Business Case Competition

1st Place: Ahmed Said Marhoun Al Saidi

2nd Place: Fahad Yusuf Darwish Al Balushi

3rd Place: Nasser Mohammed Bakhit Al Hamer Al Kathiri

CONGRATULATIONS to all winners and all the best for your career!

Yours sincerely,

BCC Team

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