



Winning team of the BBICC 2015

Students of the Hong Kong University of Science and Technology win IIMP® Collegiate Scholarship

The International Institute of Marketing Professionals (IIMP®) grants the IIMP® Collegiate Scholarship to the students of the Hong Kong University of Science and Technology (HKUST), winners of the BBICC 2015, held by the University of Belgrade, in Serbia. Undergraduate students from 12 international business schools were in competition.

Toronto, Canada—June 25, 2015 — The International Institute of Marketing Professionals (IIMP) granted the IIMP® Collegiate Scholarship to the winning team of the partners [Belgrade the Business International Case Competition 2015](#) (BBICC 2015) from the Hong Kong University of Science and Technology (HKUST). Cherry Wong, Hilary Juan, Ryan Cheng and Ray Liu are the four students who have now the opportunity to complete the Certified Marketing Management Professional (CMMP®) program, which will provide rigorous professional skills to prepare them to receive the CMMP® designation.

Winning team members:

- Cherry Wong
- Hillary Juan
- Ray Liu
- Ryan Chang

The second place went to Wharton School of the University of Pennsylvania (USA). The third place went to the host, the University of Belgrade (Serbia), with a case given by Coca-Cola Company and Schneider Electric.

"IIMP® partners BBICC for the second year. It is a valuable partnership as both institutions aim to embrace the best marketing practices and challenge the future practitioners to earn deep skills and knowledge for better grounding to upcoming challenges in global marketing", stresses Nisar Butt, President and CEO of IIMP®.

"I am pleased to see the best students and advisors from leading business schools around the world in Belgrade sharing ideas and opinion. Students had two challenging cases. The first case was from the Coca-Cola Company and the main task was how to increase consumption per capita by 30% for teenagers in Central Eastern Europe until 2020.

The second case is about explore the market of Serbia and set the sales and marketing strategy for premium brand Unica -wiring devices from Schneider Electric company. Energy, teamwork, presentation skills, analytical skills and creativity were emphasized in their presentations and all students showed potential for future marketing leaders, " **said Vesna Damjanovic, managing director of the BBICC.**

IIMP® accreditation CMMP® is a globally recognized and respected measure of professional and academic excellence in the practice of marketing. This program recognizes successful marketing professionals around the world, with those who earn the CMMP® demonstrating a deep knowledge of marketing and denoting high professional and ethical standards. Candidates for the CMMP® designation program are welcome to [apply](#).

BBICC is one of the top global business case competitions, held in Belgrade, Serbia, where students from 12 international business schools across the globe can experience challenging competition to solve real business problems and receive valuable knowledge for their professional future. Last years' competition winners were the National University of Singapore team. The second place went to Queensland University of Technology (USA) and third place is shared between University of Porto (Portugal) and University of Belgrade (Serbia).

Learn more about CMMP®: <http://www.theiimp.org/cmmp-designation/>

About the International Institute of Marketing Professionals (IIMP®):

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organization, which develops and advocates international standards within the marketing field. IIMP® was formed in July 2009 and is a pioneer in its leadership and strategic approach towards developing the Internationally Accepted Marketing Standards™ based upon Generally Accepted Marketing Principles™ and Practices in the field of marketing. The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards™ (IAMST) Board which represents the G-20 countries; the IAMST Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations across the G-20 countries. This diverse membership will undoubtedly bring a real synergy between the science and practice. The IAMST Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP), which has representation from 192 countries and Advisory Council of Marketing Practitioners (ACMP).

About CMMP® Collegiate Scholarship Program:

The IIMP® Collegiate scholarship is intended to be awarded to those post-secondary students who will be winners in challenging marketing, sales, advertising, logistics and business case competitions around the globe. The scholarship will subsidize entry into the CMMP® (Certified Marketing Management Professional) program which will provide rigorous professional skills to prepare candidates to receive CMMP designation upon successfully completion. The scholarship winners will be required to demonstrate academic and professional requirements in order to enter the CMMP® designation. Learn more: <http://www.theiimp.org/iimp-collegiate-scholarship-program/>

About CMMP® Designation:

IIMP® accreditation CMMP® (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing. This program will recognize the perseverance, dedication and competence of successful marketing professionals all around the world. Those who earn the CMMP® demonstrate a deep, yet broad knowledge of marketing. It denotes high professional,

educational and ethical standards in marketing and is valuable to those practitioners who earn it, to the clients and organizations they represent and most importantly to the marketing profession itself. Learn more about CMMP: <http://www.theiimp.org/cmmp-designation/>

MEDIA RELATIONS CONTACTS:

Prof. Dr. Chuck Hermans, MBA, PhD (Marketing)

Senior Vice President Marketing

International Institute of Marketing Professionals (IIMP®)

E-mail: chuckhermans@missouristate.edu

Sandra Pedro, MSc (Communication Science)

Senior Public Relations Manager

International Institute of Marketing Professionals (IIMP®)

E-mail: sandraigpedro@gmail.com

Mailing Address:

Media Room

International Institute of Marketing Professionals

24-499 Ray Lawson Blvd., P.O. Box 185

Brampton, L6Y 4E6, Ontario, Canada