

BGSG17 - Winner Announcement

Hanna-Laura Mock and Erhan Babac are the big winners of the Business Game St.Gallen 2017!

The shining winners of this year's Business Game St. Gallen are Hanna-Laura Mock and Erhan Babac from the University of Zurich. They competed against 49 other teams from around 30 different universities across Europe. Within two-and-a-half days, the teams worked on real-life case studies provided by the companies BDO, Swarovski, Parsaco Consulting, SWISS and Syngenta.

More than 180 Master students had applied for the fourth edition of the Business Game St.Gallen. After completing the selection test, the best 100 students were invited to participate at this year's event, which took place from the 20th until the 22nd of April partly at the University of St. Gallen and partly at the Einstein Congress Hotel in St. Gallen. On the first two days, the students were asked to solve real-life cases provided by the partner companies. After applying in teams of two, the students were randomly paired up with another team to work on each case for a duration of 2 or 4 hours. This year's topics were the offer of SWISS for their future travellers, developing an innovative coffee shop concept for Parsaco Consulting, doubling Swarovski's Christmas ornaments business, shortening the closing process for one of BDO's clients, and coming up with a public affairs strategy for Syngenta. For each of these cases, the students were expected to explore the topic, and to develop solutions and recommendations. On Saturday, the students pitched their results to the jury consisting of company representatives and university professors. They evaluated according to quality, creativity and feasibility of the ideas.

For each challenge, the top three teams were selected and rewarded with prizes and acknowledgement. Based on the overall score of all challenges, the top three teams went into the Eloquence Final. They got thirty minutes to work on a start-up concept. Afterwards, the three teams presented within ten minutes their results in front of the plenum and the two competing teams got three minutes each to ask questions. Finally, the jury decided that Hanna-Laura Mock and Erhan Babac are the big winners due to their sound ideas, excellent presentation skills and smart questions.



Next to the intense case challenges, the event offered the opportunity to network with company representatives and students from all across Europe. This year, the Welcome Dinner on Thursday took place at the University of St. Gallen. Therefore, the participants were able to network in a relaxing atmosphere and experience the university campus at first hand. Following, the walking dinners every evening took place at the Einstein Congress Hotel. The event ended with a seated dinner and after-work drinks at the «MeetingPoint», the local student bar.

Contact

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List of all winners

Eloquence Final (Grand Prize)

1. Place

- Hanna-Laura Mock, University of Zurich
- Erhan Babac, University of Zurich

Finalists (runner-ups)

- Jason Li, Tilburg University
- Jeroen Nissen, Tilburg University
- Lluc Rallan, ETH Zurich
- Tommaso Sacco, ETH Zurich

SWISS Challenge

1. Place

- Anwar Sawyer, Frankfurt School of Finance & Management
- Daniel Bosteder, Frankfurt School of Finance & Management
- Lamar Osavio, Frankfurt School of Finance & Management
- Purity Kiarie, Frankfurt School of Finance & Management

2. Place

- Amond Kabisov, MIP Politecnico di Milano School of Management
- Franz Josef Gross, University St.Gallen
- Daniil Fetisov, St. Petersburg State University
- Viktor Zadvornov, St. Petersburg State University

3. Place

- Eduardo Goncalvez, University of St.Gallen
- Henrique de Souza Vidal, University of St.Gallen
- Gabriel Wartbichler, University of St.Gallen
- Ronny Abt, University of St.Gallen

Parsaco Consulting Challenge

1. Place

- Ben Stork, Frankfurt School of Finance & Management
- Xiang Li, Frankfurt School of Finance & Management
- Gabriel Wartbichler, University of St.Gallen
- Ronny Abt, University of St.Gallen

2. Place

- Erhan Babac, University of Zurich
- Hanna-Laura Mock, University of Zurich
- Francesco Smargiassi, ESCP Europe Torino
- Giacomo Leo, ESCP Europe Torino

3. Place

- Jason Li, Tilburg University
- Jeroen Nissen, Tilburg University
- Lluc Rallan, ETH Zurich
- Tommaso Sacco, ETH Zurich

Swarovski Challenge

1. Place

- Amadeo Noacco, University of Lausanne
- Thomas Odermatt, University of Lausanne
- Erhan Babac, University of Zurich
- Hanna-Laura Mock, University of Zurich

2. Place

- Hatt Micheloud, University of St.Gallen
- Richard Faltings University of St.Gallen
- Jason Li, Tilburg University
- Jeroen Nissen, Tilburg University

3. Place

- Alexander Veys, Vlerick Business School
- Esther Dyselinck, Vlerick Business School
- Audrey Nicod, University of Lausanne
- Nicolas Kappeler, University of Lausanne

BDO Challenge

1. Place

- Joaquin Torres-Basanta, University of St.Gallen
- Virginia Borruso, University of St.Gallen
- Lluc Rallan, ETH Zurich
- Tommaso Sacco, ETH Zurich

2. Place

- Alexander Veys, Vlerick Business School
- Esther Dyselinck, Vlerick Business School
- Florian Machané, University of Göttingen
- Julius Klinger, University of Hamburg

3. Place

- Annaclaudia Cherubin, WU Vienna
- Theresa Simon, WU Vienna
- Katrin Tiedemann, WHU Otto Beisheim School of Management
- Teresa Ducrey, University of St.Gallen

Syngenta Challenge

1. Place

- Hanxiang Zhang, Frankfurt School of Finance & Management
- Jatinder Pal Singh, Frankfurt School of Finance & Management
- Miher Ahmad, Katholieke Universiteit Leuven
- Nicolas Chavotier, Solvay Brussels School of Economics and Management

2. Place

- Alberto Moschi, ESCP Europe Paris
- Marco Tramontin, Ca' Foscari University Venice
- Erhan Babac, University of Zurich
- Hanna-Laura Mock, University of Zurich

3. Place

- Hadrien Gollarza, Rotterdam School of Management, Erasmus University
- Marguerite Chevignard, Rotterdam School of Management, Erasmus University
- Kira Zemp, University of St.Gallen
- Thomas Burla, University of St.Gallen