

# THE FRESH CONNECTION

the ultimate value chain experience

Development . Recognition . Success

## The Fresh Connection APICS Global Student Challenge 2014

WIN A FREE TRIP  
WITH YOUR TEAM TO THE  
GLOBAL FINAL IN NEW ORLEANS

PLUS WIN \$ 5,000  
IN TOTAL CASH  
PRIZES

**T**he Fresh Connection (TFC) is a web based, value chain management, learning environment. It is built around a cross-functional business simulation. Participants are making strategic and tactical decisions in the value chain of The Fresh Connection, a virtual producer of fruit juices.

In 2014 there will be a The Fresh Connection APICS Global Student Challenge. It will be organized in close collaboration with the APICS Foundation. Participants are students from Business Schools, Universities and Universities of Applied Sciences.

### THE CHALLENGE

The virtual producer of fruit juices, The Fresh Connection, is delivering to retail channels. As the company is suffering severe losses, a new management team has been appointed. Four participants take up a role in this new management team:

- Vice President Purchasing
- Vice President Operations
- Vice President Sales
- Vice President Supply Chain

The team has the assignment to make the company profitable again by realizing the highest possible Return on Investment. The participants do this by making strategic and tactical decisions and optimizations in the complete value chain.

### HOW TO TAKE THE CHALLENGE?

- In order to participate, your university first needs to form teams of 4 participants who will take up the functional roles of Purchasing, Sales, Operations, and Supply Chain. As an optional 5th role teams may also appoint a team coach to support them on their journey through The Fresh Connection. A university can only participate with a maximum of two teams in The Fresh Connection APICS Global Student Challenge.

The following criteria will be used for the admission of the teams:

- The teams must be endorsed by the university
- The teams consist of 4 full time students in their last year of study
- Participating students have less than 1 year working experience

New in 2014  
Optimize your logistical  
footprint, Bring your  
strategy into action

[WWW.THEFRESHCONNECTION.BIZ](http://WWW.THEFRESHCONNECTION.BIZ)

THE FRESH CONNECTION IS A GLOBAL EXPERIENCE NOW IN:



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## Register today

Commencing in January 2014 participating teams will have the opportunity to attend 3 'qualifying rounds' in a remote web-based format. Qualification will be possible until the end of April 2014.

Teams that do not achieve the qualification standard of a positive ROI during the qualifying rounds, will be given a second chance to qualify in the 'Second Chance' pool, this consisting of a further three additional rounds.

University teams that have played The Fresh Connection already as part of their studies and with good performances (ie. a positive ROI in any round), will directly achieve the qualification standard to progress to the next stage. This of course assuming that they are one of the two teams their University nominates! These rounds will be played remotely over the internet.

The best performing teams will qualify for the APICS TFC Global Student Final, to be held on October 17 and 18, 2014 in New Orleans, preceding the APICS 2014 conference, to claim the title of the APICS TFC World Student Champion. Travel and hotel expenses will be taken care of for both the final and the conference.

### SUMMARY: HOW TO TAKE THE 2014 CHALLENGE

**Register:** online at [www.thefreshconnection.biz](http://www.thefreshconnection.biz)

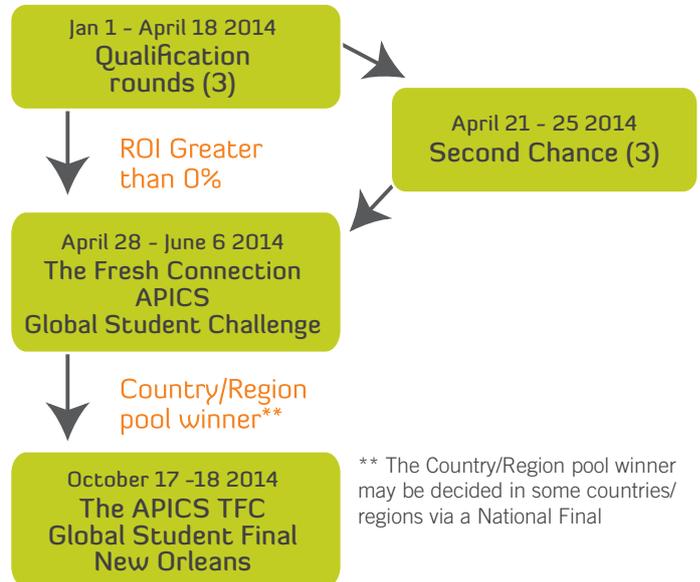
- **Qualification Stage:** Participate in 3 rounds remotely. Teams with a positive ROI in any round automatically progress to The Fresh Connection APICS Global Student Challenge.
- **Second Chance Pool:** Teams that do not achieve a positive ROI in the Qualification Stage then join the Second Chance Pool to experience an additional 3 rounds remotely.
- **Global Challenge:** Qualified teams then experience 3 The Fresh Connection APICS Global Student Challenge rounds simultaneously with students from around the World!
- **Global Final:** The best performing teams from The Fresh Connection APICS Global Student Challenge then progress to The APICS TFC Global Student Final in New Orleans, Louisiana, USA, preceding the APICS 2014 conference.

### PARTICIPATING IN THE FRESH CONNECTION

- 10,000 Students
- 80 Universities and Universities of Applied Sciences
- 20 Countries

For example MIT, GeorgiaTech, Würzburg University, EADA Business School, Arts et Métiers ParisTech, Lund University, Stellenbosch University, Curtin University, Copenhagen Business School, Rotterdam School of Management and many others.

### HOW THE 2014 GLOBAL CHALLENGE IS STRUCTURED



\*\* The Country/Region pool winner may be decided in some countries/regions via a National Final

### TESTIMONIALS

"A supply chain is hard to manage. This simulation game offers competitors a first class training. What works for pilots, does also apply for Supply Chain professionals."

**Prof. dr.ir.Rik Van Landeghem** Head of Department Industrial Management University of Ghent

"We were one of the first to sign up to The Fresh Connection as we could see its benefits for bringing the training and development of our students to life in an imaginative way."

**Professor Colin Bamford** Head of the Department of Logistics at University of Huddersfield

"This game is more rich and complete than any other game I have seen."

**Prof.dr. Finn Wynstra NEVI** Professor of Purchasing & Supply Management at Rotterdam School of Management Erasmus University

"If you want to learn about collaboration, decision making in a complex supply chain, manage The Fresh Connection. This simulation is a truly inspiring educational tool."

**Stephen Waters** Professor at the University of Western Sydney

## WWW.THEFRESHCONNECTION.BIZ

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