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Dear students,

ESIC in collaboration with **Santander** and **EFMD** are running the 23rd edition of the **Global Marketing Competition**. The Competition is an advanced computer simulation of a real-life business environment.

Although marketing in nature, the game requires the players to take decisions in all the areas of managing a company, from production and logistics, through research, investment and finance to advertising, promotion and distribution.

The competition is open to teams from across the world and it is free for all students to take part. We would be delighted to see your organisation participating in an initiative which aims at strengthening the links between the academic and business communities across all borders.

Find out how your school and students can take part on the [event webpage](#).

- **89 Participating Countries**
- **60 000 Students from more than 880 Universities and Schools of Business from 5 Continents**
- **17 000 Euros in Prizes**

Register Now - Free for all students - the closing date for entries is May 8th.

Find out more by visiting [GMKC website](#) or the event [Facebook fanpage](#) and follow the competition on Twitter [@GMkCompetition](#)

EFMD is an international not-for-profit association (AISBL) with more than 860 member organisations across 86 countries.

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