

# NEWS RELEASE



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## **Preparing Future Young Entrepreneurs** ***2007 Vanier College – BDC Case Challenge***

Leaders from the Canadian business and university community will judge contestants in the Second Annual *2007 Vanier College – BDC Case Challenge* that will be held on Saturday February 17, 2007, at Vanier College, in Room N-124. Last year Vanier initiated the first ever, highly successful case competition among English Cegeps in Quebec. The event sponsored by BDC was so well-received it has grown this year to include eight colleges, four from Québec and four from Ontario.

This year's judges are Bruno Delorme, Senior Manager of BDC Consulting, Guy Hébert, President of the Ville Saint Laurent Chamber of Commerce, Professor Harold Simpkins, Senior Lecturer in the Marketing Department of the John Molson School of Business of Concordia University and Professor Dave Bussiere, Assistant Professor of Marketing, at the Odette School of Business of Windsor University.

During the gruelling day-long competition, students in teams of three have three hours to analyze and present viable marketing solutions to real business case examples in front of the panel of judges. They are graded on the quality and practicality of their proposed solutions, along with the quality of their presentation styles.

This kind of case challenge gives students in the Business Administration Program a taste and feel for real-world business problems. "I am pleased to learn that Vanier College is taking the lead in setting up a case competition for students pursuing studies in business at the college level," says Dr. George Kanaan, Associate Dean, Academic and Student Affairs, Undergraduate Programs, John Molson School of Business, Concordia University.

The two-day event kicks off Friday night with the Vanier BDC Case Challenge Dinner Conference that will highlight some of Québec's successful young entrepreneurs. "We want to challenge our students with the competition, and inspire and motivate them with local business success stories at the dinner conference," says David Moscovitz, Professor of Marketing at Vanier College.

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