

Dear ITB,

We would cordially like to invite Institut Teknologi Bandung and your students to participate in the Maybank GO Ahead. Challenge 2015 (MGAC). The MGAC is one of Asia's leading International Case Competition in which students from all over the world will compete against one another for great prizes and a chance to earn a spot in the Award-winning Management Trainee Program - the Global Maybank Apprentice Programme.

To commemorate this event, we would like to invite you and your Rector to the **Grand Launch of MGAC 2015 on 23rd April 2015**, in Kuala Lumpur. We will like to offer this great opportunity to become our partner in hopes that we can build a great relationship with you and your university to bring about exciting opportunities together.

#### About Maybank

Maybank is one of the Asia's leading Banks with a Market Cap of USD27.9 billion and voted 17<sup>th</sup> Largest Bank in the World according to Bloomberg. Maybank is Malaysia's No. 1 regional financial services provider, serving 22 million customers with an International network of over 2,200 branches and offices in 20 different countries, with a mission of "Humanising Financial Services" at the highest level, in Asia and Around the World.

The Global Maybank Apprentice Programme is an exceptional program in which high-potentials will go through a 2 Year Rotation, with a choice to work in near all sectors and departments within the Bank, in Kuala Lumpur or Maybank Operations internationally. With a guaranteed International Assignment, a high-ranking mentor to personalize your program, as well as a competitive salary, GMAP is specifically designed for the Gen-Y in mind, giving them the best opportunity to enter the banking industry.

#### About Maybank GO Ahead. Challenge

The Maybank GO Ahead. Challenge, one of the biggest international business case competition, was inaugurated in 2012. It has since created enormous interest among the top achievers from leading universities around the world. This year's Case Challenge is grander, and more epic in nature, as the competition has cases not necessarily pertaining to Business cases in mind.

MGAC 2015 will be going to 13 countries including Malaysia, Singapore, Indonesia, Philippines, Cambodia, Hong Kong, Vietnam, China, Thailand, UK, Laos, Myanmar and the United States. The prize fund is USD 70,000, maintaining the largest prize purse offered for an International Case challenge at university level in the Region. Grand finalists will have a chance for fast-passes to the Global Maybank Apprentice Program. The winning team and the top 3 Ultimate GO Ahead. Challengers will obtain exclusive invitation to join the Maybank Group's Transitioning Leaders to CEOs programme. The top 3 Ultimate GO Ahead. Challengers will also be offered a two-week internship stint in Maybank New York, London and Hong Kong respectively.

The Maybank GO Ahead. Challenge is back with bang. In 2015, the MGAC is #MoreThanAChallenge as it promises to bring the brightest minds from around the world, from multi-disciplines go head-to-head in the region's leading International Case Competition.

#### Prizes for top 3 Winning Teams

Champion Winning Team	USD 40,000
1 <sup>st</sup> Runner-Up Team	USD 20,000
2 <sup>nd</sup> Runner - Up Team	USD 10,000

**Prizes for top 3 Individual Prizes**

Ultimate GO Ahead. Challenger	Cash Prize USD 1,000	2 week Internship in New York City, USA
1 <sup>st</sup> Place Runner-Up	Cash Prize USD 750	2 week Internship in London, UK
2 <sup>nd</sup> Place Runner-Up	Cash Prize USD 500	2 week Internship in Hong Kong

**Eligibility Requirements**

- Penultimate or final year university students or fresh graduates with less than 2 years of experience
- Great command of English; strong academic performance & high engagement in extra-curricular activities
- Highly innovative & possess critical thinking skills, leadership, and ability to do well in a multi-cultural setting
- Welcome to all nationalities

**Application Information**

For individuals and teams who are eligible, and would like to apply for this competition, please register at [www.goaheadchallenge.com](http://www.goaheadchallenge.com).

There is a strict deadline on 17<sup>th</sup> May 2015.

Late applications will not be considered. Only shortlisted candidates will be contacted for the next stage of challenge.

**Within this email**

Please refer to the MGAC Instruction Kit - tells you what the competition is about and how it can be of great benefit to your university and your students as well as MGAC Flyers and FB Banner- that can be shared with the students accordingly.

Lastly, your confirmation of attendance to the Grand Launch is much appreciated, as the logistics team needs to handle the delivery of the official invitation letter and the booking of the flights and accommodation.

Hoping to hear from you soon. Thank you for your kind attention.

Warm Regards