



The World's Largest Strategy and Management Competition



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SENAC team wins final of Global Management Challenge - Brazil

The team "i9", sponsored by SENAC, won the Brazilian final of the Global Management Challenge, after overcoming 202 other teams during the 14 weeks of competition. The five-member team won the prize of R\$ 5000.00 and also the right to represent Brazil in the international finals of the Global Management Challenge, to be held May 17 in the Siberian city of Khaty-Mansiysk, Russia, with all expenses paid.

The Global Management Challenge is the biggest international competition of strategy and business management and this is its 30th Year edition in Brazil. The final competition in Russia will involve 30 other countries. The team members representing Brazil "i9" are students of Administration, Computer Science and Hospitality. The only exception was the team leader, Diego Ucha, graduated in Computer Science in 2008 in SENAC.

The only team member who is debuting in Global Management Challenge Brazil is Milena Ucha, the student of Hospitality. The other four have reached the national final in 2008 and remained in second place. This time, the team "i9" faced stiff competition and only in the last decision took the lead. Diego Ferreira Ucha, Cassio Rieser da Silva, Cristian Hidalgo Cerda, Marcel de Paula Ramos and Melina Ferreira Ucha could then celebrate their chance to win the international challenge. "In the first four decisions we couldn't win, but in the final one, we reacted and reached our company's best share values", said the enthusiastic team leader, Diego Ucha.

The promoter and organizer company of the Global Management Challenge in Brazil, SerTotal, will provide all the conditions for the Brazilian team to win the challenge. "We will bring together competitors who have already been in past GMC international finals to prepare the team. Our desire is to bring this award to Brazil", explains Marcelo Egea, managing partner of SerTotal.

Follow the results of the last decision that gave the victory to the team i9 Senac:

- I9 / SENAC - 1.172
- DE PRETTO BROTHERS / AIESEC - 1.145
- WHAT / AIESEC - 1.144
- OS IMPOSSIVEIS / THYSEN - 1.084
- A LIGA / ENDEAVOR - 1.068
- ANARQUIA EH ORDEM / GALLUP - 1.032
- CCTEAM / CIEE - 1.001
- UNIDAS DO FUTURO / UNIDAS - 0.853

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