



cutting through complexity™

KPMG's International Case Competition (KICC)

April 17-20, 2012

Hong Kong

KPMG Recruitment



Agenda

- KPMG's Global Reach
- Why Global?
- KPMG's International Case Competition (KICC)
- Student Participation
- Competition Timeline
- Competition Format
- Country Participants
- Prior Year Feedback
- Next Steps

KPMG's Global Reach



KPMG is a global network of professional firms providing Audit, Tax and Advisory services. We have over 140,000 outstanding professionals working together to deliver value in 150 countries worldwide.

Business students rank KPMG second among *"World's Most Attractive Employers"*
Universum Index 2011

KPMG recruits approximately 15,000 graduates globally a year

Why Global?

- **Tremendous life experience for any professional**
- **A global experience provides –**
 - Greater awareness of our rapidly changing world
 - Appreciation for different cultures
 - Appreciation for different ways to successfully conduct business
- **KPMG is committed to develop professionals that are “globally minded”**
- **KPMG is facing demands from clients for more diverse knowledge and backgrounds**

KPMG International Case Competition

Benefits

The KPMG International Case Competition is an opportunity for students to experience the fast-paced world of casework, meet new people and travel to places they might have never been before. It gives teams of four the chance to work on a tough business problem and present their recommendations to a panel of seasoned business leaders.

Students

- experience an **global business environment**
- assess and **develop** their case writing skills
- **learn, test and apply** business skills on a local and international level
- distinguish themselves through **competition**
- are introduced to KPMG's global reach through **interaction with leaders**
- gain global experience while meeting new people and **networking**

Business Schools

- **Benchmark** business school against top Universities from around the world
- Promote global community and provide **“out of the box”** opportunity to students
- Students assess their case analysis skills on a national and global level and **leverage knowledge** gained during future exams and assignments
- students return to university with a global outlook which they can **share with their peers** on-campus

Student Participation

- Cases focus on *international businesses*, expansion and overall strategy
- Students from *any faculty and year* of schooling are eligible to compete
- Students first must complete a local round of competition. The winning local team heads to KPMG's International finals in *Hong Kong* in April 2012

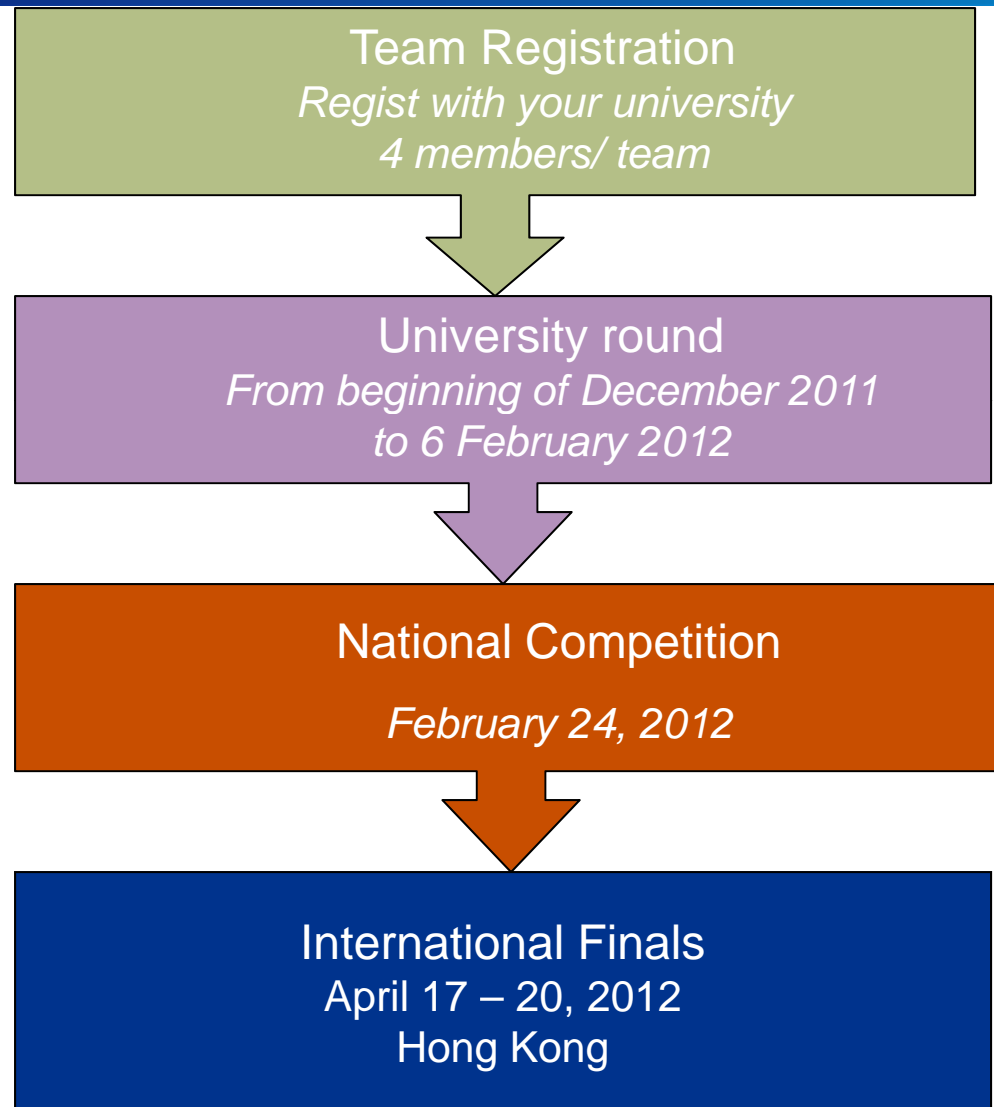
Examples of companies analyzed in the past 3 years at the international finals:



SONY.



Competition Timeline



What is the format?

The KICC finals will take place in Hong Kong in April 2012.
A high level agenda is provided below:

April 17, 2011

Welcome session, introductions, teambuilding
Evening event

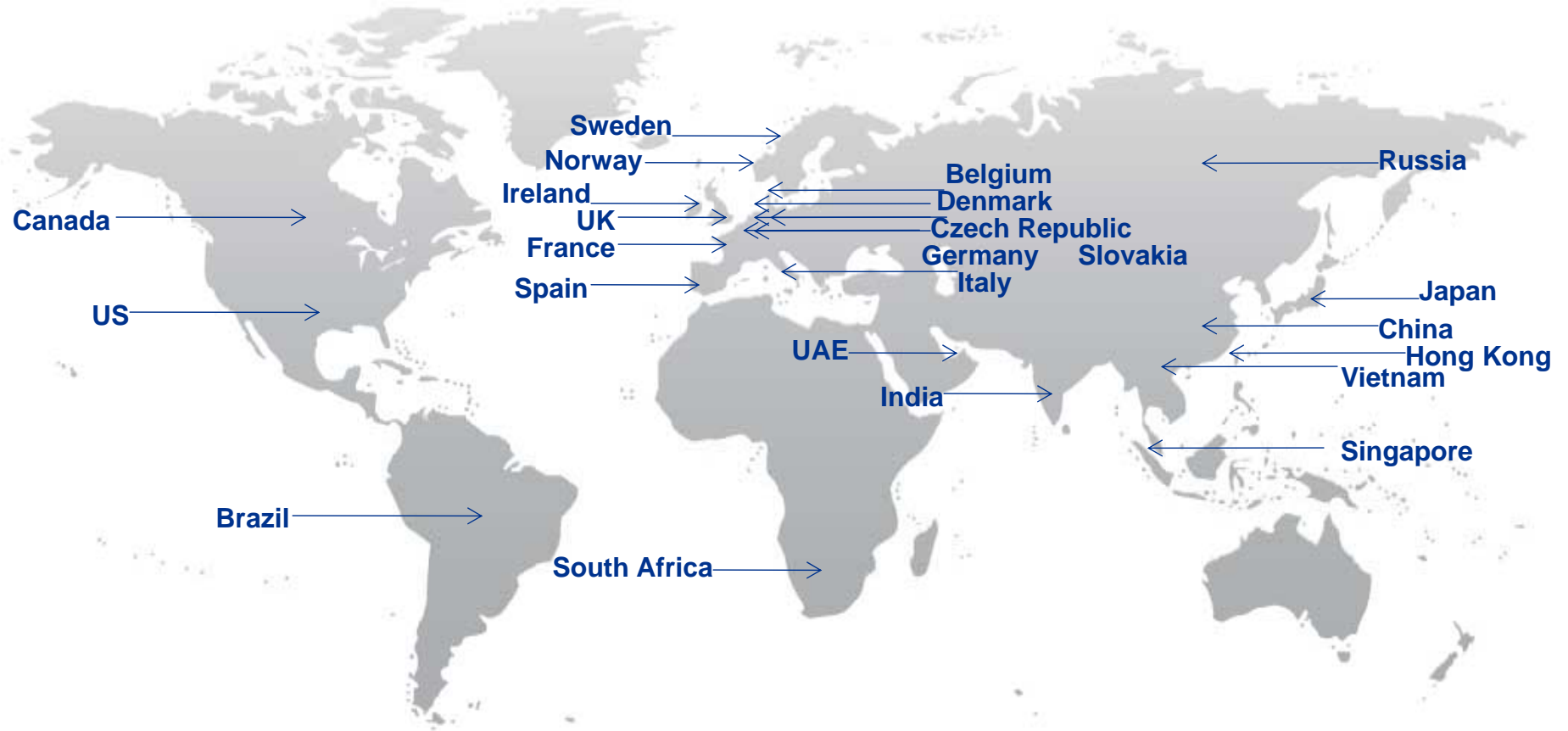
April 18 and 19, 2011

Teams present two cases to a panel of judges
(*Judges are KPMG business leaders*)
Evening event – 4 finalist teams announced

April 20, 2011

4 finalist teams compete
Gala dinner (2012 KICC Champion announced)

Participating Countries



Prior Year Feedback

“I think it's a good opportunity to get to know a global company and people from other countries while at the same time gaining abilities in team work, presenting, case solving and networking.” – **US participant**

“I found the feedback from the judging panel very rewarding.”
- **UK participant**

“The mix of social activities and informal atmosphere gave me a chance to interact and network with students and KPMG representatives from all over the world and build my professional network.”
- **Swedish participant**

Experience of a lifetime! Thank you so much for the opportunity and please continue doing this well into the future. It benefits students immensely.”
- **German participant**

Next Steps

Rise to the occasion. Push yourself. **Go beyond.**

More information/Questions?
KPMG Vietnam: recruiting@kpmg.com.vn
www.kpmg.com/kicc

Universities to send their winning team for the national competition
February 06, 2012

Key Dates
National Competition, February 24, 2012
International Finals, April 17-20 2011

KPMG's International Case Competition 2011



**Your thinking can take you further than you imagined.
To Hong Kong, for example.**

**KPMG's International Case Competition
Rise to the Occasion. Push Yourself. Go Beyond**



cutting through complexity™

© 2011 KPMG International Cooperative (“KPMG International”), a Swiss entity. Member firms of the KPMG network of independent firms are affiliated with KPMG International. KPMG International provides no client services.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.