



ศูนย์ความร่วมมือนานาชาติ
รับที่ ๙ ๐๒๐๖
วันที่ 15 มี.ค. 2567
เวลา 10.00 น.

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March 5, 2024

Subject: Request for promoting Ride The Wave Biz Challenge Project

Dear President of King Mongkut's Institute of Technology North Bangkok

Enclosures:

1. Project details
2. Poster

Thai Union Group Public Company Limited has recognized the potential of your students and would like to help them developing a better understanding of the real work context by providing them opportunities to learn from a factual business challenge.

We therefore intend to invite your students both Thai and English Programs to participate in the project called "Ride The Wave Biz Challenge" to compete for prizes with honors certifications.

In additional all students who join the project and successfully pass the selection to enter the final round will have the opportunity to exchange knowledge, ideas, experiences, and receive advice from our executives through a business simulation workshop.

We are looking forward to your support of this event.

Sincerely,

(Ms. Vorarat Lertanatrakool)

Human Resources Director

- ทราบ
- แจ้งบุคลากรทราบ
- ประชาสัมพันธ์ทั่วไป
- มอบหมาย - ธีระวุฒิ
- อื่นๆ

• Email: corporate@thaiunion.com
• Website: www.thaiunion.com

(น.ส.พิมทวัลย์ มุสิกพันธ์)

ผู้อำนวยการศูนย์ความร่วมมือนานาชาติ
15 มี.ค. 67

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Ride the Wave Biz Challenge

1. Company Background & Project:

Thai Union Group PLC is a globally recognized marine health & nutrition company headquartered in Thailand, founded in 1977 and has evolved into one of the largest producers of shelf-stable tuna products and a leader in marine health & nutrition industry with a commitment to sustainability, innovation, and excellence. The company boasts a diverse range of high-quality seafood products, including tuna, shrimp, sardines, and other value-added seafood offerings around the world for over a century.

Thai Union Group PLC invests in research and development to introduce cutting-edge products and dedicated to sustainable and responsible practices in seafood sourcing and production. The company's commitment to sustainability and corporate responsibility has been recognized through its inclusion in the Dow Jones Sustainability Indices (DJSI). This prestigious recognition highlights the company's efforts to integrate sustainable practices into our business strategy and operations to combat illegal and promotes ethical labor practices throughout our supply chain.

Ride the Wave Biz Challenge is a project competition provide opportunity for undergraduate & post graduate students who are passionate in demonstrating their potential, capability and creativity in developing and presenting their proposal based on factual business challenges. Outstanding entries will receive scholarships.

2. Project Objectives:

The project aims to bring together talented and motivated students with fresh perspectives and innovative solutions to work on specific challenges identified by Thai Union Group PLC. These challenges span areas around sustainable corporate branding, process innovation, sales optimization and more.

Participants will have the opportunity to apply their academic knowledge to practical challenges, develop critical skills, and gain insights into the industry and contribute to solutions that align with the company's values.

3. Qualifications of Participant

The competition opens for full-time students in any following fields.

- A. Undergraduate students who are currently studying in universities, focusing on 3rd - 4th academic year.
- B. Postgraduate students in any year of study with less than 1 year of experience.
 - Engineering: Production, Industrial, Mechanical, Electrical, Computer, Data, Safety & Environment Engineer
 - Science: Data Science, Food Science & Technology, Information Technology, Computer
 - Commercial: Business Administration, Marketing, Economics, Finance & Accounting

4. Application Period

Students possessing the stated qualifications are invited to complete an application form and submit a curriculum vitae (CV) during 1st - 31st March 2024 at website: <https://www.thaiuniongroupcareer.com/ridethewavebizchallenge>

5. Competition

Step 1: Register

Applicants must complete the application form with own CV attached during 1st – 31st March 2024.

Step 2: Business Challenge Assignment

A business challenge is assigned to only shortlisted applicants. The applicants then submit a short video & slides explaining ideas during 9th - 14th April 2024

- 3 minutes video pitch (MP4) not over 2GB
- 3 slides (PPT or PDF, cover not included) not over 100 MB

Step 3: Business Simulation Day

An online assessment will be assigned to only top 50th applicants. Only shortlisted applicants of this step are invited to participate the business simulation day which is on 18th - 19th May 2024 then present the best ideas to the judges.

6. Evaluation Criteria & Scoring

- A. Rationale and Analytical Thinking (10 points)
- B. Creativity and Practical Feasibility (10 points)
- C. New Innovative Idea Generation (10 points)
- D. Create a Sustainable Strategy (10 points)
- E. Concise Presentation (10 points)

7. Scholarships Award

The top-performers will be awarded scholarships sponsored by Thai Union PCL.

- The Winner 50,000 THB
- 1st Runner Up 25,000 THB
- 2nd Runner Up 15,000 THB
- Consolidation Award 5,000 THB

8. Terms and Conditions

By registering for the competition, participants agree to abide by these terms and conditions.

- Participants must create, produce and present their own work. Reproduction, copying, alteration or adaptation of others are prohibited.
- By participating in the competition, participants grant Thai Union PCL the right to use, reproduce, and distribute their submissions for business purposes.
- Thai Union PCL reserve the right to amend the competition rules or schedule if necessary. Any disputes or concerns regarding the competition will be resolved at the discretion of the organizing committee.
- Thai Union PCL reserves the right to utilize images, videos, and interviews from this competition without prior notice to the participants
- Thai Union PCL holds the absolute and final decision in the selection of participants and competition winners. Moreover, the company will distribute the scholarship rewards to the participants within 30 days from the date on which the winner is announced. Individual is required to collect the scholarship reward in person at Thai Union PCL's office.