

UP-VSB students to represent the Philippines in Maybank's GO Ahead Challenge Global Finals



L to R: Keoni Cruz, Javier Agnir (3rd from left) and Annika Bautista

BSBAA students Annika Eldricka A. Bautista, Keoni Neri Cruz and Javier Jose R. Agnir are flying to Kuala Lumpur, Malaysia in August 2018 for the global finals of Maybank GO Ahead Challenge (MGAC). More than 1,000 applicants sent in applications with about 10% being invited to compete in two campus challenges held in Ateneo de Manila and De La Salle universities.

MGAC is an international, multi-dimensional case competition, testing students' competencies including strategy, behavior and general knowledge. It puts contestants in challenges simulating the realities of a dynamic business world, not only in business cases but also in non-traditional challenges such as in the past; amazing race, CSR, strategy-base games, marketing pitch etc. MGAC is open to recent graduates and final-year university students.

Maybank is the largest bank in Malaysia with operations in the Philippines.