**Sasin and SCG Chemicals (SCGC) to Kick-Off the SCG Bangkok Business Challenge @ Sasin 2022 - Thailand Competition**

Top teams from leading universities in Thailand will showcase and develop their startups at the **SCG Bangkok Business Challenge @ Sasin 2022 - Thailand Competition,**under the theme, **“Redefining the Future of Sustainable Ventures”. Sasin School of Management** has partnered with **SCG Chemicals (SCGC), a pioneer in the integrated chemicals business**, to host the competition, which will be live- streamed on Facebook on **March 26-27, 2022**.

**SCG Bangkok Business Challenge @ Sasin** serves as an ideal, competitive platform for undergraduate and postgraduate students in Thailand to present their startup business plans in English and prepare for the future growth of their business. Starting in 2002, the competition has been held for 20 consecutive years, making it the longest-running global student startup competition in Asia.

“Sasin is honored to collaborate with our partner, SCG Chemicals (SCGC), for theseventh straight year,” said **Professor Ian Fenwick, Director of Sasin School of Management.** “This competition lies at the heart of what we do at Sasin - promote and emphasize *sustainability through an entrepreneurial mindset*. This is the second year that we arrange “Thailand Competition”, we all look forward to seeing this year’s innovative, sustainable startups from universities around Thailand.”

**Dr. Suracha Udomsak, Chief Innovation Officer, Executive Vice President - ­New Business, SCG Chemicals (SCGC)**, said,“SCG Chemicals (SCGC) focuses on developing the innovation ecosystem and human resources in Thailand. We believe that to encourage entrepreneurship and sustainable mindset among Thai university students is vital. We are delighted to be able to continue to support SCG Bangkok Business Challenge @ Sasin. We are confident that this international competition will elevate the innovation ecosystem in Thailand and bring benefits to all relevant segments.”

The competition features global networking and seasoned experts in business, marketing, investment, and sustainability who will judge this year’s teams and determine the best startup in the 2022 Thailand competition.

The SCG Bangkok Business Challenge @ Sasin, **now in its 20th year**, comprises the **Thailand Competition** and the **Global Competition**.

The winning team in the Thailand Competition will receive a cash prize of $**4,500 (approximately THB 150,000)** and will qualify for the Global Competition in July. While still in the process of requesting bestowment of this year’s awards, the winners of the Global Competition and its Sustainability Award Round have historically received Royal Trophies: H.M. The King’s Award, and H.R.H. Princess Maha Chakri Sirindhorn’s Sustainability Award, respectively. In total, cash prizes in the Global Competition are worth **over** **$60,000 (over THB 2 million).**

The **12 teams that will participate in the Thailand Competition**, selected from a total of 113 teams, are:

* **Uniclass** team from Sasin School of Management
* **IQMED** team from Mahidol University
* **Carity**team from Chulalongkorn University
* **Grycle** team from Chulalongkorn University
* **Perm** team from Chulalongkorn University
* **Come & Craft Company** team from Thammasat University
* **Defire** team from Asian Institute of Technology
* **Jernie** team from Chulalongkorn University
* **YaBez** team from Pathumthani University
* **IN-WASTE** team from Kasetsart University
* **Shrimpney** team from Mahidol University
* **CARSUP** team from Chulalongkorn University

Follow the Thailand Competition live on our **Facebook Page: SCG Bangkok Business Challenge at Sasin** ([www.facebook.com/bangkokbusinesschallenge](http://www.facebook.com/bangkokbusinesschallenge)) on **March 26-27, 2022.**