

Sasin | Asian Family Enterprise
& Entrepreneurship
Center

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Family Enterprise Case Competition
Asia Pacific @Sasin 2025

Bangkok, Thailand

Asia's leading family enterprise case analysis competition



HANDBOOK

VALUES, ROLES, RULES & PRACTICALITIES

Family Enterprise Case Competition - Asia Pacific [FECC-AP]

Values, Roles, Rules & Practicalities

OUR MISSION

Sasin FECC-AP empowers **next-gen leaders** with an **entrepreneurial mindset** to develop **resilient solutions** for family enterprises, fostering **generational success** and a thriving **Asia Pacific family business ecosystem**.

ABOUT SASIN FAMILY ENTERPRISE CASE COMPETITION – ASIA PACIFIC

The Sasin Family Enterprise Case Competition – Asia Pacific is a premier regional case competition centered on family business issues. It offers graduate students a platform to display their business insights and presentation skills in a competitive environment, directly contributing to our mission of inspire, connect and transform for a better, smarter and sustainable world.

Table of Contents

OVERVIEW	4
Values.....	4
ROLES AND ENGAGEMENT AT SASIN FECC-AP	5
Students	5
Competitors:	5
Ambassadors:.....	5
Room Coordinators:	5
Coaches	6
Judges	6
Lead Judges	7
Observers	7
RULES & REGULATIONS	8
Competition Format	8
Round 1: Pre-Arrival Case.....	8
Round 2: Controlled Timed Case Analysis.....	9
Round 3: Championship Finals	9
Case Selection	10
Team Composition Guidelines	10
Judging	11
Judge Selection	11
Judging Feedback	11
Judging Criteria	12
Division Structure	13
Presentations.....	13
Closed Case Preparation	14
Presentation Room Protocol & Observation Policy	15
Scoring	16
Awards.....	16
PRACTICALITIES	17
Registration Fees	17
Meals.....	17
Travel & Accommodation	17
Media Release	17
Media & Image Release Policy	18
Recommended Attire Guidelines	18
Talent Recruitment Protocol.....	18

OVERVIEW

Sasin FECC-AP is an intensive, three-day case competition where teams of up to four students immerse themselves in the **unique complexities** of family enterprises, crafting **resilient strategies** and **innovative solutions** to real-world dilemmas.

Teams operate under tight deadlines, demanding rapid critical analysis and the swift development of innovative recommendations for presentation to a panel of seasoned family business practitioners, consultants, and academic experts.

A 20-minute presentation window allows teams to showcase their **resilient strategies** and entrepreneurial thinking, followed by a 10-minute Q&A with rotating panels of industry and academic experts.

Sasin FECC-AP is structured into Graduate League competition. Each team may comprise up to four (4) students, must include at least one (1) graduate or Master's level student, with the option for remaining members to be undergraduates. Each team **must be accompanied by at least one (1) coach**, with a maximum of two (2). These coaches are required to represent and be supported by their academic institution, which is not limited to the business school but can extend to any relevant department or faculty.

The competition structure ensures a fair path to the finals: teams are randomly divided on day one and compete within these groups for the initial rounds, with the highest-achieving teams from each division earning a berth in the final round to vie for **generational success**.

Values

All Sasin FECC-AP participants – students, coaches, judges, and observers – are expected to adhere to the following values during the competition.

Community

We build a supportive learning network where participants empower one another's development.

Respect

Sasin FECC-AP participants honor cultural diversity, traditions, and local practices in family enterprises.

Integrity

Academic, professional, and personal integrity are essential in all competition interactions.

Fairness

The competition fosters growth and learning opportunities equally for all teams.

ROLES AND ENGAGEMENT AT SASIN FECC-AP

The integrity and developmental impact of the **Sasin Family Enterprise Case Competition - Asia Pacific (FECC-AP)** are significantly shaped by the active and ethical participation of our students, coaches, judges, and support staff. Their roles are crucial to fostering an environment of fair play, insightful feedback, and rich learning.

Students

Competitors:

Competitors are the core participants of Sasin FECC-AP, responsible for the analytical and strategic work.

- **Case Preparation & Presentation:** Only the student competitors officially registered for Sasin FECC-AP are permitted to work on the cases or be present within the designated preparation rooms. They are expected to analyze their cases and prepare their presentations independently within the allotted time. Subsequently, they will deliver their analyses to the judging panel during their scheduled presentation slot.
- **Independent Work Mandate:** To ensure fairness and the integrity of the competition, no individual is permitted to assist competitors with their case preparation or presentation at any point during the competition.

Ambassadors:

Ambassadors serve as the dedicated guides and primary point of contact, ensuring a smooth and supportive experience for competing teams.

- **Team Liaison:** Ambassadors are responsible for intimately knowing their assigned team's schedule for the entire competition week and ensuring their team's timely presence at all designated events.
- **Logistical Support:** Beyond welcoming teams to Sasin, Ambassadors expertly guide their teams through the week's activities, facilitating logistical needs and gathering any necessary materials a team may require.
- **Non-Consulting Role:** Ambassadors are strictly prohibited from consulting with their team members on case content, strategy, or presentation details during preparation or presentation periods.

Room Coordinators:

Room Coordinators are essential to maintaining the structure and adherence to rules within each presentation environment.

- **Rule Adherence & Timing:** Each presentation room will be meticulously managed by a Room Coordinator, whose primary role is to ensure strict adherence to all Sasin FECC-AP rules by every attendee. They are responsible for precise timekeeping during team presentations, providing clear signals at five minutes remaining, one minute remaining, and initiating the cut-off after a 30-second grace period.
- **Access Management:** Room Coordinators will also manage the ingress and egress of teams and observers, providing clear instructions for entry and exit from the presentation room.

Coaches

Coaches serve as invaluable mentors, guiding their teams through the preparation journey. Their conduct during the competition is essential to maintaining fairness and the independent analysis required.

- **Communication Protocol:** Once the day's first presentation commences, coaches are strictly prohibited from communicating with their competing team members until after their team has completed their presentation for that specific round. Incidental, non-verbal contact – such as a supportive gesture or brief greeting in a hallway before a presentation – is permissible, provided no discussion of the case content or presentation occurs.
- **Observation Etiquette:** Coaches are strongly encouraged to observe any presentations. While note-taking is permitted, the use of electronic devices and any actions that may cause distraction are strictly forbidden.
- **Feedback Dissemination:** Competition organizers will facilitate the delivery of written feedback from the judging panels directly to the coaches. It is the sole responsibility of the coaches to review and convey this feedback to their student competitors. Coaches are not permitted to solicit direct feedback from any judge.

Judges

Our esteemed judges play a pivotal role in evaluating team performance and contributing to the professional development of our participants.

- **Panel Composition:** Each judging panel is thoughtfully composed to include a diverse mix of experienced family business owners and managers, expert professional service providers to family firms, distinguished educators, and other prominent community members, selected by the Sasin FECC-AP organizers.
- **Mandatory Orientation:** All judges must attend a comprehensive orientation session, up to 120 minutes in duration (including a working meal), prior to the commencement of presentations.
- **Assessment & Development:** During presentations, judges are expected to provide attentive listening and engage with teams through clarifying questions during the 10-minute Q&A period. The primary objective of these questions is to facilitate the professional and analytical development of the students.
- **Deliberation & Feedback Process:** Following presentations, each judging panel is allocated 90 minutes to deliberate, rank-order the teams, prepare detailed written feedback for each team, and identify outstanding presenters of the day.
- **Feedback Channel:** Judges will submit their team evaluations and written feedback to the organizers using the provided standardized format. This feedback is then relayed to the coaches, who are responsible for sharing it with their respective teams.
- **Impartiality Clause:** To safeguard the fairness and integrity of the competition, judges are expressly prohibited from providing direct verbal or written feedback to any competitor or team outside of the official channels.

Lead Judges

Lead Judges ensure consistency, fairness, and the effective facilitation of panel deliberations.

- **Designation & Training:** An experienced judge is specifically designated to serve as a Lead Judge for each judging panel. These individuals undergo additional, specialized training prior to the general Judge Orientation session.
- **Panel Leadership:** The Lead Judge is responsible for orienting their panel members, ensuring strict adherence to competition values, rules, and assessment criteria throughout the evaluation process.
- **Deliberation Facilitation:** Following presentations, the Lead Judge directs their panel's deliberations to achieve a conclusive rank-ordering of teams (ties are not permitted), oversee the development of comprehensive written feedback for each team, and report the best presenters of the day to the organizers.

Observers

Observers are welcomed to witness the high-caliber presentations, contributing to the energy of the event while respecting competition protocols.

- **Observation Guidelines:** Observers are invited to support teams by attending their presentations. Note-taking is permitted, but the use of electronic devices and any behavior that may cause distraction is strictly prohibited.
- **Competitive Integrity:** To preserve competitive integrity, registered team members (including competitors, coaches, and official guests) are **not permitted** to observe any other team within their own division. However, they are welcome to observe teams in other divisions. Furthermore, team members are only allowed to observe other presentations *after* their own team has completed its case analysis and presentation for that round.
- **Final Round Access:** All registered attendees are expressly permitted to observe the final presentations. Once division finalists have completed their own presentations, they are also permitted to observe the presentations of other division finalists.

RULES & REGULATIONS

To ensure a truly fair and impactful competition experience at **Sasin FECC-AP**, the following rules are essential for maintaining integrity for all teams. Non-compliance, by any team or individual, will regrettably result in disqualification.

Competition Format

Round 1: Pre-Arrival Case

This initial round evaluates teams' ability to conduct in-depth, independent research and develop a comprehensive strategic response to a pre-released case.

1. **Case Release & Preparation Window:** Teams will receive the designated case approximately one week prior to the competition's commencement. Comprehensive preparation for this case must be completed before arrival at the event.
2. **Permitted Resources:** During the preparation period for the pre-arrival case, teams are permitted to utilize internet access and publicly available resources. However, access to restricted university library databases, provisioned access/credentials, or any non-public resources is strictly prohibited for research or citation related to this case.
3. **Independent Team Deliberation:** To ensure the integrity of individual team analysis, competitors are strictly forbidden from communicating or collaborating with any external parties regarding the pre-arrival case, including their coaches or any faculty members from their respective institutions. Teams are, however, encouraged to use other cases for practice with their coaches or external mentors during this period.
4. **Confidentiality Clause:** Direct contact with the focal company of the case or the case authors is strictly prohibited.
5. **On-Site Presentation & Assessment:** On the first day of the competition, teams will be randomly assigned to divisions. Each team will deliver a 20-minute presentation of their pre-arrival case analysis, immediately followed by a 10-minute Question & Answer (Q&A) session with the judging panel.
6. **Submission Requirements:** Teams are required to bring the following materials for their pre-arrival case presentation, to be submitted to their assigned Team Ambassador by Thursday, prior to the opening luncheon:
 - One (1) Microsoft PowerPoint slide deck, saved on a USB drive.
 - Ten (10) printed copies of their PowerPoint slide deck (formatted with 6 slides per page).
 - Any supplementary handouts intended for the judging panel.
7. **Printing Guidance:** While competition organizers will offer guidance and assistance with printing, teams are strongly advised to arrive on the first day of the competition with their 10 printed copies of the pre-arrival case presentation slides already prepared.

Round 2: Controlled Timed Case Analysis

This round assesses teams' ability to perform under pressure, demonstrating rapid analytical thinking and collaborative problem-solving within a confined timeframe.

1. **Case & Preparation Timeline:** Teams will be allocated a five-hour window to thoroughly analyze the day's designated case and prepare their comprehensive presentation for the judging panel.
2. **Research Restrictions:** Internet access or any communication devices are strictly prohibited during the preparation period for all controlled-timed cases to ensure a level playing field and emphasize in-house analysis.
3. **Provided Resources:** Each preparation room will be equipped with two Microsoft Windows laptops featuring the Microsoft Office suite. Essential supplies such as highlighters, post-it notes, pens, and other necessary stationery will also be provided.
4. **Team Confidentiality:** Discussion of the case is strictly limited to competing team members only. Sasin Ambassadors will be available solely for logistical support (e.g., food, beverage, technical assistance) and will not engage in case-related discussions.
5. **Presentation & Q&A Format:** Each team will deliver a 20-minute presentation of their analysis and recommendations to the judging panel, followed by a 10-minute session dedicated to responding to judges' questions.

Round 3: Championship Finals

This culminating round determines the Sasin FECC-AP champions based on exceptional cumulative performance and strategic depth.

1. **Advancement Criteria:** Division finalists will be determined by the total cumulative points accrued from their performance in Round 1 and Round 2.
2. **Final Challenge:** Advancing teams will receive an additional, new case for the final round. The preparation and presentation durations for this round will align with the timings stipulated for Rounds 2.

Round	Prep Time	Resource Access	Presentation	Q&A	Notes
Round 1 Pre-arrival Case	7-10 days	Open Internet (no proprietary databases)	20 min	10 min	Submitted prior to arrival
Round 2 Timed Cases	4 hours	No Internet	20 min	10 min	Teams use provided computers
Round 4 Finals	4 hours	No Internet	20 min	10 min	Top team from each division

Case Selection

1. **Strategic Case Design:** Three distinct family business cases, varying in length and complexity, are meticulously selected to challenge participants comprehensively across diverse analytical frameworks.
2. **Regional & Global Relevance:** Cases are specifically curated to feature family enterprises across a spectrum of Asian countries and industry sectors. They will delve into critical regional dynamics, such as succession in Confucian societies, evolving family governance structures in emerging markets, and complex intergenerational challenges.
3. **Premier Global Contributions:** We actively solicit submissions from leading global publishers of family business cases, including CEIBS, IMD, SAGE, and STEP, ensuring the inclusion of cutting-edge and globally relevant scenarios.
4. **Independent Expert Curation:** The final case selection is entrusted to a committee comprising highly experienced educators, advisors, case writers, and coaches, ensuring impartiality and the highest academic standards.

Team Composition Guidelines

1. **Competitor Eligibility and Team Size:** Each competing team may comprise up to four (4) students, must include at least one (1) graduate or **Master's level student**, with the option for remaining members to be undergraduates at the university they officially represent. Students who have successfully graduated in December immediately preceding the competition remain eligible to compete. Please note that students enrolled in DBA (Doctor of Business Administration) or Ph.D. programs are not permitted to compete as team members. However, they are eligible to serve as coaches for a team, provided they have explicit endorsement from their represented university/institution.
2. **Active Participation Requirement:** All registered team members are fully expected to actively contribute to the preparation, participation, and presentation across every round of the competition.
3. **Contingency for Absences:** In the event that a registered team member is unable to compete, the team is permitted to continue the competition with a reduced number of members without incurring disqualification.
4. **Coach:** To ensure institutional support and mentorship, each team **must be accompanied by at least one (1) coach**, with a maximum of two (2). These coaches are required to represent and be supported by their academic institution, which is not limited to the business school but can extend to any relevant department or faculty.
5. **Student Substitution Policy (Pre-Competition):** Student competitors may be substituted within a team's roster up until the formal distribution of the Pre-Arrival Case.
6. **In-Competition Absence Protocol:** Should a competitor experience illness or another unforeseen impediment after the Pre-Arrival Case has been presented, the team will proceed with their presentation without the absent member. The affected competitor may rejoin the team for subsequent rounds if their condition permits.

Judging

Judge Selection

The integrity and insightful feedback at **Sasin Family Enterprise Case Competition - Asia Pacific (FECC-AP)** are underpinned by a meticulous judge selection process, ensuring a fair and enriching evaluation experience.

1. **Invitation and Vetting:** Judges are formally invited and carefully selected by the **Sasin FECC-AP** organizing committee based on their expertise and relevance to family enterprise.
2. **Diverse Panel Composition:** To ensure comprehensive and multi-faceted evaluation, each judging panel is strategically composed of 3 to 5 distinguished individuals. These panels typically include a blend of experienced family business owners/managers, seasoned professional service providers specializing in family firms, esteemed educators, and influential community members.
3. **Conflict of Interest Protocol:** The organizing committee rigorously endeavors to identify and mitigate any potential conflicts of interest within the judging panels. Should any **Sasin FECC-AP** participant identify a perceived conflict, they are obligated to immediately notify the organizers prior to the commencement of presentations.
4. **Rotating Panels for Impartiality:** To enhance impartiality and provide diverse perspectives, competing teams will present to a different judging panel in each subsequent round of the competition.
5. **Transparency in Profiles:** For full transparency, the official list and professional profiles of all judges will be released by the organizers in advance of the competition's start.

Judging Feedback

1. After each round of presentations, judges will provide written feedback for each team to the organizers.
2. Each coach will receive written feedback for their team from the organizers each evening.
3. Coaches share and review the received feedback with their team.

Judging Criteria

In their effort to provide constructive criticism to students aimed to facilitate their professional development, judges will evaluate the teams on the following items:

Problem Identification

- Clarity in identifying/distinguishing between problems related to family and/or business

Identification of Root Causes

- Clear distinction between root causes and visible problems
- Logical reasoning to arrive from problems to causes

Usage of Concepts/Theories/Models

- Appropriate usage of concepts/models/theories to devise and sustain arguments
- Consistent line of reasoning

Creative Alternatives & Problem-Solving Techniques

- Clarity of alternatives considered
- Appropriateness of alternatives for problem/issue
- Quality of evaluation of each alternative

Recommendations

- Creative recommendations
- Clarity of how the recommendations address identified problems and causes

Implementation Plan

- Clarity of what must be done – by whom, by when, and how

Presentation Skills

- Holds attention of the audience
- Clarity of speaking, voice intonation
- Body language, eye contact, gestures
- Presenting and non-presenting postures

Presentation Structure

- Opening remarks and closing remarks
- Clear structure of the presentation
- Pace of delivery (neither too fast or too slow)
- Time management

Question & Answer Session

- Succinct and clear responses
- Ability to defend recommendations implementation plan
- Creative adaptation/modification based on Q&A

Teamwork

- Engagement of all team members; supporting each other
- Building on the responses of each other

Division Structure

Division structure and composition will vary each year of the competition depending on the final roster of competing teams. The organizers make every effort to balance the divisions and presentation sequencing fairly for each team in each division.

	Preparation Time	Presentation Start Time	Graduate		
			Division 1	Division 2	Division 3
Case #1: Pre-Arrival Case Thursday @Sasin	7 days	13:30 – 14:00	1A	2A	3A
		14:10 – 14:40	1B	2B	3B
		14:50 – 15:20	1C	2C	3C
		15:30 – 16:00	1D	2D	3D
Case #2: 5 Hour Controlled Friday @Sasin	08:20 – 13:20	13:30 – 14:00	1B	2B	3B
	09:00 – 14:00	14:10 – 14:40	1C	2C	3C
	09:40 – 14:40	14:50 – 15:20	1D	2D	3D
	10:20 – 15:20	15:30 – 16:00	1A	2A	3A
Case #3: Finalist Round Saturday 5 Hour Controlled @Sasin	08:20 – 13:20	13:30 – 14:00	Division 1 - First Place Division 2 - First Place Division 3 - First Place All Divisions Top Score (After First Rank)		
	09:00 – 14:00	14:10 – 14:40			
	09:40 – 14:40	14:50 – 15:20			
	10:20 – 15:20	15:30 – 16:00			

This visual shows how the division structure was assigned with 12 competing teams. On the first day of the competition, a random draw was used to assign teams to divisions. Placeholders (e.g., 1A, 2B, 3C etc.) are used to indicate each team. The placeholder indicates the order in which teams will present on each day of the competition.

Presentations

1. Teams are required to develop a comprehensive PowerPoint Presentation to visually guide the judges through their presentation
2. All presentations must be conducted entirely in English.
3. Following the five-hour closed preparation time, there will be approximately 5 minutes between the end of preparation and the start of presentations. **During this time, teams may not communicate with their coach.** They will follow their ambassador to their presentation room and await instructions from the Room Coordinator.
4. Teams may take a specific role for themselves or assign roles for the judging panel. Any roleplaying is the team's decision to make and clarify at the start of their presentation.
5. All members of the competing team in the presentation room must present. Competitors are encouraged to share answering of questions during the Q&A period. Coaches are permitted to watch other teams in other divisions present prior to their team presenting in Rounds 2 & 3 (but not in Round 1)
6. No team will get special consideration based on the number of students on the team or because of the native language of the presenters.

Closed Case Preparation

1. **Authorized PowerPoint Template:**
 - Teams are permitted to bring one (1) pre-designed PowerPoint template on a USB drive into the preparation room.
 - This template may include institutional or other relevant logos, as well as graphic design elements such as background themes, color palettes, arrows, boxes, and organization chart layouts.
 - Crucially, the template must be devoid of any pre-existing text beyond competitor names, logo-embedded text, or the official name of their represented institution.
 - Prior to the commencement of each case preparation session, the assigned Team Ambassador will conduct a thorough inspection of the USB drive to verify compliance with these template guidelines.
2. **Provided Resources and Prohibited Materials:**
 - Each dedicated preparation room will be equipped with two (2) Microsoft Windows laptops featuring a recent version of the Microsoft Office suite, a universal flash drive, and a secondary monitor for screen projection.
 - Essential supplies, including pens, pencils, notepads, and a calculator, will be readily available.
 - To maintain an even playing field, no external documentation such as personal books, notes, pre-marked papers, or any other non-competition-provided materials are permitted within the preparation room.
 - Internet access is strictly prohibited and unavailable in the preparation rooms.
3. **Personal Item Restrictions and Permitted Aids:**
 - Personal electronic devices, including but not limited to mobile phones, personal computers, or tablets, are strictly forbidden in the preparation room.
 - Personal and language translation dictionaries are permitted; however, they must be presented to and thoroughly inspected by an Organizing Committee member prior to the start of the preparation time.
4. **Strict Communication Protocol:** Any form of communication with external parties—excluding their assigned Team Ambassador for logistical support—is rigorously prohibited during the entire preparation time.
5. **Refreshment Provision:** Team Ambassadors will facilitate the delivery of pre-arranged meals and beverages to teams within their designated preparation rooms during the allotted preparation time.
6. **Presentation File Submission for Printing:**
 - No later than fifteen (15) minutes prior to the conclusion of the preparation time, teams must save their final PowerPoint presentation onto the provided flash drive. This file will be utilized by the Team Ambassador to produce printed copies for the judges.
 - Unless explicitly communicated otherwise by the competing team, this submitted file will be the default version projected during the presentation.
7. **Projection File Flexibility:** Teams retain the option to utilize a different PowerPoint slide deck for projection during their presentation than the version provided for printing. However, it is the team's explicit responsibility to clearly communicate to both their Team Ambassador and the Room Coordinator which specific file is to be projected for their presentation.

Presentation Room Protocol & Observation Policy

1. **Entry and Exit Management:**
 - Access to and egress from presentation rooms will be explicitly announced and managed by the designated Room Coordinator.
 - Once the presentation room doors are closed and the session has commenced, **no further entry or exit is permitted** until the conclusion of that specific presentation and its associated Q&A segment. This policy is strictly enforced to avoid disruption.
2. **Competitor Observation Policy:**
 - Student competitors are permitted to observe presentations only in divisions *other than their own*.
 - Crucially, competitors may only exercise this observation privilege *after* their own team has completed its presentation for that day. This ensures focus on their own case and maintains competitive fairness.
3. **Coach Observation Policy:**
 - Coaches are actively encouraged to observe presentations by other teams across all divisions.
 - (Retaining the previous nuance, or simplify as needed): Coaches are permitted to watch teams in other divisions present prior to their team presenting in Rounds 2 & 3. However, for Round 1 (the pre-arrival case), coaches are not permitted to observe any presentations until their own team has presented.
4. **General Observation & Final Round Access:**
 - All registered attendees are strongly encouraged to observe the final presentations, which showcase the highest caliber of analysis and presentation.
 - Once division finalists have completed their own final presentation, they are explicitly permitted to observe the presentations of other finalist teams.

Scoring

- Preliminary Round Evaluation and Ordinal Ranking:**
 - In all preliminary rounds, each judging panel is mandated to rank the presenting teams within their division using an ordinal system.
 - Points are allocated based on this ranking, with the highest-ranked team receiving points equivalent to the total number of teams in that division. For instance, in a division of four teams, the first-place team earns four points, second-place three points, third-place two points, and fourth-place one point.
 - Judges are expressly prohibited from assigning identical scores, thereby ensuring no ties occur within a single judging panel's ranking.
- Cumulative Scoring:** Team points are aggregated across all preliminary rounds to determine overall performance.
- Weighted Round:** Round 2, featuring the Controlled Timed Case, carries a double-point weighting to emphasize its significance in the overall evaluation.
- Tie-Breaking Protocol for Division Advancement:**
 - In the event of a tie in total accumulated points at the conclusion of the preliminary rounds within a division, the division victor will be determined by the team that achieved the higher score specifically in the Round 2 case.

In the example below of a division with 4 teams, there is a three-way tie after the 2nd case as teams 1A and 1D have earned 11 points each. **The Friday case serves as the tie breaker.** In this example, **team 1C will win the division as they received the highest points on the Friday case.**

Team	Thursday Case 1	Friday Case 2	Total	Place
1A	3	6	9	2
1B	4	2	6	4
1C	1	8	9	1
1D	2	4	6	3

Awards

- The champion of Sasin FECC-AP will get an automatic berth to the acclaimed **Schlesinger Global Family Enterprise Case Competition (SG-FECC)** in the USA (January 2026) and full sponsorship for flights & accommodation up to THB 250,000 from Sasin. (Please note that the Sasin FECC-AP winner will not be eligible for reimbursement to compete at SG-FECC unless accompanied by a coach that represents their academic institute.)
- All finalist teams will receive a certificate from Sasin.

PRACTICALITIES

Registration Fees

1. Registration fee is \$300 for each coach and competitor.
2. This non-refundable fee covers accommodations and all meals throughout the competition. It excludes travel and optional excursions.
3. Teams are permitted to bring other guests to support the team. However, each additional attending member must pay the registration fee of \$300.

Meals

1. Lunch Meals will be included in the \$300 registration fee.
2. Welcome & Closing Dinner are provided as complementary.
3. Allergies and dietary restriction information will be collected in advance so accommodations can be made for the event.

Travel & Accommodation

1. Teams and Judges are responsible for their travel expenses.
2. Letter of confirmed selection and participation in Sasin FECC-AP may be requested from the organizers for visa applications.
3. Competing teams must lodge at the competition hotel ([Holiday Inn Express Bangkok](#)) with Sasin corporate rate.

Media Release

By participating in the Sasin Family Enterprise Case Competition - Asia Pacific (FECC-AP) in any capacity, participants understand that they are giving implicit consent to the Sasin School of Management photograph, video tape, audio tape, quote, and/or use the participant's name, without any compensation for use in promotional materials and other media.

Media & Image Release Policy

By registering for and participating in the **Sasin Family Enterprise Case Competition - Asia Pacific (FECC-AP)** in any role or capacity, all participants explicitly acknowledge and grant their consent for the Sasin School of Management to capture, record (via video or audio), quote, and/or utilize their name and likeness. This permission extends to its use in all promotional materials, marketing collateral, and other public media channels related to the competition or the School, without any form of financial compensation to the participant.

Recommended Attire Guidelines

Adherence to the dress code ensures a professional and respectful atmosphere befitting a global competition of this stature.

- **Competitors:**
 - **Presentations & Awards Dinner:** Competitors are required to wear **Business Professional** attire.
 - **General Social Events: Business Casual** attire is expected for the majority of social engagements.
 - **Cultural & Networking Event:** For the designated "Wear Your University/Regional Colors" social evening, participants are encouraged to wear apparel reflecting their university or regional affiliations.
- **Judges:** Judges are afforded the flexibility to select either **Business Professional** or **Business Casual** attire based on their preference for all competition-related activities.

Talent Recruitment Protocol

Sasin FECC-AP attracts and features an exceptional cadre of top-tier graduate students from premier business schools globally, presenting an invaluable opportunity for organizations seeking talented individuals for internships or full-time career opportunities.

- **Engagement Procedure:** Should your organization be actively recruiting for specific roles, please direct all inquiries to the **Sasin FECC-AP** organizing committee. We will be pleased to facilitate and arrange dedicated recruitment sessions or individual meetings to connect you with suitable candidates.
- **Prohibition of Direct Solicitation:** To minimize disruption and ensure competitors can maintain their focus throughout the rigorous competition, direct approaches or solicitations of students by recruiters are strictly prohibited during the event. Your

We extend our sincere gratitude for your invaluable support and participation in making this event a continued success.

Best wishes,

The Sasin FECC-AP Organizing Team