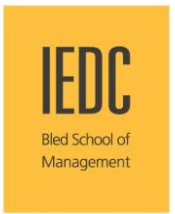


Press Release  
IEDC Case Study Competition  
Hilton hotel, 1 Bulgaria Blvd  
15th of March 2017



*A School with a View*

## COCA-COLA SPS BULGARIA IS THE WINNER OF IEDC CASE STUDY COMPETITION IN BULGARIA

**Bled/Sofia, 15 March 2017:** Four companies operating in Bulgaria competed in the IEDC Case Study Competition. Dr. Nenad Filipović, Professor of General Management at IEDC-Bled School of Management - the oldest management school in Central and Eastern Europe, which has been connecting thousands of remarkable leaders all over the world for more than three decades, presided the jury and announced that the winning team of third IEDC Case Study Competition in Bulgaria is the one from Coca-Cola SPS Bulgaria.



Four teams representing some of the leading Bulgarian companies and organizations participated in a two-day IEDC Case Study Competition (CSC), organized by IEDC Alumni Club Bulgaria. Today all teams (**Bulstrad Life Vienna Insurance Group, Coca-Cola SPS Bulgaria, Devin, Kamenitza AD, Studio Moderna Bulgaria**) presented their final solutions of the business case.

The jury members Dr. Nenad Filipović, Desislava Sarbinovska and Nikola Vasilev had a tough work, deciding which team prepared the best solution. *“Case jury members thought that all groups showed a very good understanding of case issues,”* says **Dr. Filipović** who led the jury.

The winning team said: *“The competition helped us understand our potentials and enlarge our experiences through sharing knowledge with our colleagues and spending great time.”*

The winning team was awarded with a prize of “one-day participation at IEDC seminar” and will try its strengths against the winning teams from Croatia, Kosovo, Romania, Serbia and Slovenia at the Global IEDC Case Study Competition.

## **ABOUT IEDC CASE STUDY COMPETITION**

As the oldest management school in Central and Eastern Europe, [IEDC-Bled School of Management](#) has been connecting thousands of remarkable leaders all over the world for more than three decades. Currently, IEDC has already 15 Alumni Clubs all over the world, also in Bulgaria. The Case Study Competition is highly interactive 2-day contest organized by Alumni Clubs in the respective countries. In a limited time, cross-functional teams from different companies show their best talent, creativity, teamwork and endurance while analyzing and solving a real business case. Inspired by the success of the Croatian edition of IEDC Case Study Competition (CSC), launched in 2008 in order to demonstrate teaching methodology and benefits in developing young managers, the CSC became a traditional global event.

*“The purpose of the CSC is to allow teams of young managers from Bulgarian companies to experience dealing with a challenging business situation and learning from it, which reflects the way management and leadership competences are developed in the Executive MBA program at IEDC – Bled School of Management”* stresses **Dr. Nenad Filipović**, Professor of General Management and Director of Executive Education at the IEDC–Bled School of Management.

After the case study competition, Dr. Filipović hold the lecture “External forces driving our businesses and what they mean for our strategies” for Bulgarian managers.

---

### **Additional information:**

**Iva Eibel**, IEDC-Bled School of Management, T: + 386 4 57 92 524, E: [iva.eibel@iedc.si](mailto:iva.eibel@iedc.si)