

IE International Case Competition: A Competition of Excellence

International Case Competition: A Competition of Excellence

The 2025 IE International Case Competition brought together some of the brightest business minds from across the globe! Eight teams representing seven countries accepted this year's challenge presented by Club Atlético de Madrid. With a mix of diverse backgrounds and skill sets, participants competed and built lifelong connections. Over the course of an intense week, students actively collaborated, engaged, and learned about each other's cultures, all while working towards the best solution for the challenge.

Welcoming the traveling teams, the Madrid IE Tower buzzed with excitement as everyone shared food, took pictures, and made their introductions. Each team had the chance to present their team and university to the competition:

Simon Fraser University's Beedie School of Business (Canada): From Canada, this cheerful and enthusiastic team was excited to showcase not only their problem-solving skills but also their food faves and recommendations.

Frankfurt School of Finance and Management (Germany): Representing one of Europe's key financial hubs, the team from Frankfurt entered the competition with a strong spirit and a drive for excellence.

Universidad Panamericana (Mexico): A team that brought rich insights from their current, professional experience, they shared not only their business knowledge but their culture as well. They introduced their team with a fun Kahoot showcasing their culture, food, and the beautiful Mexico City.



Norwegian School of Economics (Norway): Representing one of the leading business schools in Scandinavia, their team brought their sharp analytical skills and exciting character to the competition!

BI Norwegian Business School (Norway): This diverse team, which also represented Norway, had nationalities from Chile to Canada! They were happy to share their fun spirit and a few fun facts about themselves.

Babeş-Bolyai University (Romania): Proud representatives of their university, this team highlighted Romania's rich history, incredible landscapes, and fun customs. Always cherish a good coffee break!



University of Belgrade (Serbia): Coming from the largest and oldest university in Serbia, this team was excited to introduce their school and their country's rich history.

IE Business School (Spain): As the host institution, IE Business School warmly welcomed all participants. Embodying the spirit of collaboration, the team made fast connections with the others and was excited to show our wonderful city and culture!

Throughout the competition, teams integrated their customs, ambitions, and knowledge to tackle the case study. This competition allowed them to push their limits and embrace the challenge, all while exchanging ideas and cultures with each other.