

An adventurous
competition
abroad



NIBS NANCHANG CHINA

March
2025

LAB's contestants:
Helmi Li
Trung Phan
Miisa Utriainen
June Yeoh



Teacher:
Marja Viljanen

TAKING A CHANCE



In March 2025, I was so lucky to join Team LAB for the NIBS case competition. Honestly, we almost didn't have a team because we thought we couldn't get four people, but in the last minute Miisa jumped in – and that changed everything. The 8-hour qualification round was already great training for us, and we really didn't expect to make it all the way to China.

READY, GET SET...



The opening ceremony with the all the competitors and NanChang University.

For me, this trip was extra special. It's been five years since I last visited China, and now with the new visa-free travel, I felt super excited to go back. We were hosted so kindly by Nanchang University, and everything was arranged with full support from LIDU Wine. From Finland, LAB University sponsored our flights, and LUHTA gave us really nice clothing for the competition – I felt proud to represent Finland abroad.

THE TEAM OF THE MOMENT



Helmi, June, Miisa, Trung

We also had our wonderful lecturer, Maija Viljanen, traveling with us as team leader, which made the whole experience even better. Many of the cases we worked on were about China – brands, culture, and expanding overseas. That felt like a big advantage for me and Helmi since we already know Chinese culture quite well.

A TRIP LIKE NO OTHER



And wow, China really impressed me. Things work super fast and efficient – food delivery, packages, online shopping – everything has developed so much compared to five years ago. One of our team members even forgot her passport on the plane, and she got it back without any hassle at all. China felt so safe, the people were friendly, and of course the food was amazing. We enjoyed hot pot together and it was one of the highlights of the trip.

FLYING HIGH!



The sightseeing for the UNESCO Heritage site (LIDU WINE)

We didn't make it to the final, but reaching the semi-final already felt like a great achievement. For me, NIBS was such a valuable experience, and I truly recommend joining if you ever get the chance. The next one will be in Canada – so don't hesitate, or I might just register myself to go again 😊

MEMORIES MADE



The Nanchang University host is super friendly and nice; they helped us a lots



Nanchang City sightseeing