

In March 2025, I was so lucky to join Team LAB for the 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.

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.

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.

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.

We didn't make it to the final, but reaching the semi-final already felt like a great achievement. For me, NBIS 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 ☺

Below : sharing some picture from the NBIS Nanchang, China.

From June Yeoh

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



The sightseeing for the UNESCO Heritage site (LIDU WINE)



Nanchang University-Before the first round competition.



A photograph of a woman in a black blazer and white shirt giving a presentation. She is standing in front of a large screen displaying a slide titled "RECOMMENDATION". The slide contains several bullet points under different headings, such as "CHINA 中国", "World class supply chain and end users", "Chinese recruitment team seek for investor and partnership", "The largest nation in the world with Chopstick culture.", "Produced 17 billions takeaway food orders-500 Millions consumers.", "Purpose to government, Universities, Company to make this as nation culture to collect the used chopsticks as daily tasks.", "Supportive from China Government.", "Chinese are aware of the environmental care.", and "Collaborative partnership with well known restaurant Franchisor.". A bottle of water is visible on the table in front of her.



NanChang night market, the university has 50000 students, and the Nanchang city has 6670.4 K population.



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



Nanchang City sight seeing



NBIS has the Wine Ceremony-We can drink this wine after 10 years, will be the best wine.



We been spoiled by the Chinese host, every meal is big feast.