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# ROUND 1

# *TRADEFORGE*



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## INTRODUCTION

NSU MIBC proudly unveils the nation's first-ever International Business based case competition - Smart Technologies Presents INNOVADE 2026, Driven by Yamaha, Co-Sponsored by Polar Ice-Cream, and Powered by NOVOAIR.

This rigorous international business problem-solving contest impels participants to confront real world business predicaments, craft prudent solutions, and think beyond boundaries. Through integration, acumen, and ambition, INNOVADE 2026 aims to shape the emerging leaders ready to redefine the world of business.

INNOVADE 2026 is where ideas rise and innovation takes the helm. Challenge yourself, devise solutions, and triumph over limits. Your moment to INNOVADE is here.

The competition features three scrupulously specified time period to analyze the case and submit structured, strategic solutions ONLINE.



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## BACKGROUND

Smart Technologies (BD) Ltd. is the largest ICT products distribution company in Bangladesh. It deals with PC hardware, laptops, telecom, networking goods & software business in Bangladesh. Smart Technologies (BD) Ltd is the authorized distributor of more than 100 renowned international ICT Brands and has regional hubs (UAE / Singapore/ China/ Turkey).

In addition to distribution, Smart Technologies (BD) Ltd. is one of the best technology solutions providers in Bangladesh that focuses on the delivery of innovative and up-to-date IT services to businesses in the industries. Established in 1998, they have emerged as a trusted organization for their clients, offering a wide range of services and solutions that empower them to achieve their business objectives. Smart Tech mainly powers the B2B channel such as resellers or retail partners, System Integrators (SIs), Enterprise & Government Suppliers. When they expand to other countries they may focus on both B2B and B2C channels for the success of their business.



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## THE PROBLEM

A few renowned global brands are willing to collaborate with Smart Technologies to distribute its tech products in a new country. Smart Technologies has regional hubs in other countries for importing tech products to Bangladesh; however, they have not yet expanded their distribution operations into any foreign countries. Smart Technologies needs to assess entry barriers, ensure compliance to protect the brand, and build a reliable partner ecosystem, while considering the political and cultural differences in potential countries to expand.



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## COUNTRY OPTIONS

1. Malaysia



2. Philippines



3. Vietnam





## COUNTRY BRIEFS

COUNTRY	INTERNATIONAL BUSINESS	CULTURE	ECONOMIC ENVIRONMENT	IMPLICATION
Malaysia	Well-developed manufacturing and services hub. Strong regulatory framework with emphasis on halal certification and sector-specific compliance. Government incentives for tech and digital investment.	Professional yet relationship-oriented business culture. Respect for hierarchy and multicultural sensitivity is important. Trust builds through consistency and long-term engagement.	Upper-middle-income economy with stable growth, diversified industries, and strong infrastructure. Acts as a regional gateway to ASEAN markets.	Attractive regional gateway with stable regulatory environment; success depends on cultural adaptability and regulatory alignment.

COUNTRY	INTERNATIONAL BUSINESS	CULTURE	ECONOMIC ENVIRONMENT	IMPLICATION
Philippines	Rapidly growing BPO, ICT, and service sectors. Regulatory processes can be bureaucratic but improving. Foreign investment rules vary by industry.	Relationship-driven and relatively informal. Communication is warm and personal. Trust grows through frequent interaction and reliability.	Emerging economy with strong domestic consumption and a large, young workforce. Growth driven by services and remittances.	Strong growth opportunity in services and digital sectors if companies invest in relationship management and local regulatory navigation.



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## COUNTRY BRIEFS

COUNTRY	INTERNATIONAL BUSINESS	CULTURE	ECONOMIC ENVIRONMENT	IMPLICATION
 Vietnam	Expanding manufacturing and export-driven economy with strong government focus on digital transformation. Regulatory oversight is evolving, especially in data protection and foreign investment.	Practical, relationship-focused business culture. Credibility and reliability are key. Decisions may be centralized, requiring patience in negotiations.	Fast-growing emerging economy with strong FDI inflows, export orientation, and integration into global supply chains.	High scaling potential in manufacturing and tech if firms demonstrate compliance readiness and build trusted local partnerships.



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## **ENTRY PLAN MUST INCLUDE**

You need to recommend the best market based on research and design an entry plan.

### *Entry mode*

Examples: joint venture, strategic alliance, local entity with a master partner, or another practical structure.

### *Compliance roadmap*

Choose the biggest barrier in your chosen country. This can be standards, data protection, or local content. Build a timeline and sequence of actions.

### *Channel strategy*

Define target segments, partner types, incentives, and after-sales/warranty/RMA plan.

### *Vendor assurance and IP protection*

Explain how you will prevent grey market diversion, screen partners, and maintain reporting/audit readiness.



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## TASKS

1. **Comparison between countries:** Compare all three countries in terms of regulatory friction, economic feasibility, institutional risk and channel ecosystem fit for Globalization of Market. Include a brief Bangladeshi lens.
2. **Country Choice:** Which country should Smart Tech enter first, and why? Justify your answer through a proper conceptual framework/ theory.
3. **Culture That Helps Growth:** For your chosen country, identify at least 4 cultural factors that can help growth. For each one, provide: Cultural factor → Business action → Expected impact. Justify your answer through a proper conceptual framework/ theory.

## RESEARCH REQUIREMENT

Cite at least 12 reliable sources, which can be government websites, reputable consultancies, the World Bank/OECD/WTO reports, and other respected news websites, journals, articles, text books etc. Cite sources in short text on relevant slides. Provide the entire bibliography or references at the last slide.



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## SUBMISSION GUIDELINES

- Participants are requested to read the case carefully and provide a well-supported solution.
- Participants should avoid plagiarism at any cost.
- Maximum 12 slides (excluding the cover slide and references)
- Please submit the case in either PPT or PPTX format. Additionally, ensure that you also submit your slides in PDF format.
- Submit your files through the following Google Form
- Form Link : <https://forms.gle/YAnCe86RktnFkQe7A>
- Both files should be named as follows: TeamName\_INNOVADE2026\_Round1
- **The submission deadline is 11:59 PM, Tuesday, February 09<sup>th</sup>, 2026.**
- Submissions past the deadline will be penalized or disqualified at the discretion of the organizers.
- The first slide must include the NSU MIBC logo and the “SMART Technologies presents INNOVADE 2026, Driven by YAMAHA, Co-Sponsored by Polar Ice-Cream, and Powered by NOVOAIR” brand logo, which are provided in the drive link below.
- Logo Drive Link -  
[https://drive.google.com/drive/folders/1rAHk1GiqCyV8ogXloJFyPLuU9Ee34svO?usp=drive\\_link](https://drive.google.com/drive/folders/1rAHk1GiqCyV8ogXloJFyPLuU9Ee34svO?usp=drive_link)
- Mentioning the name of your university anywhere in the solution is strictly prohibited, and any slides containing university names will be disqualified.
- NSU MIBC reserves the right to change any provisions and regulations of the competition without prior notification.



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## RUBRICS

CATEGORY	MARKS DISTRIBUTION
Country comparison, including the Bangladesh lens	20
Country Choice and Decision Logic (use theory to support)	25
Entry Mode Selection	15
Execution Timeline (1 to 2 years)	15
Culture to Action mapping (use theory to support)	15
Professionalism, clarity, slide discipline, and citations	10