



## SFE 2011 – Procter & Gamble Essay Challenge

The 2011 SFE Congress will feature a unique opportunity for all participants. Together with our sponsor Procter & Gamble we have developed an essay competition that is open to all students taking part in the congress. In order to motivate and recognize all entrants to hand in exceptional papers, we can provide the three best contestants with a **full refund of the congress fee** as well as **attractive and valuable prizes** and an **official winning certificate**.



### Format:

- Maximum of 2 pages
- Times New Roman, 12pts
- Line spacing 1,5
- No references or quotations, we want YOUR ideas
- Document type: .doc or .docx
- Hand in your essay via email to [essay@studentsforeurope.eu](mailto:essay@studentsforeurope.eu)

### Topic:

Several multinational corporations dominate the world market and are also omnipresent in Europe. With the rising economic power of countries like India and China, the focus of many corporations shifts towards the East in terms of procurement, production and market presence. In between the US, which might currently be losing its dominant position, and emerging powers in the East, Europe has to strengthen its position and remain competitive in the global economy. In contrast to superpowers such as China or the US, Europe remains a unification of sovereign states that each have their own culture, heritage and governments. In relation to the recent industry climate and potential developments, we challenge you to creatively answer the following question:

**United Unique - How can Corporations benefit from Differences and Similarities within Europe?**