



Dear University,

Universidad del Rosario is pleased to invite you to this year's World Management Competition (WOMA), which will take place from **October 10 to October 14, 2022**, in Bogota, Colombia. In this first version of WOMA, participants will compete in various exciting and creative competition stages that will challenge them to lead proposals in areas of marketing, negotiation, entrepreneurship, finance, and others. The competition will be held at our **STEAM laboratories** in our Entrepreneurship, innovation, and creation Campus. The comprehensive variety of competition settings will give universities from all over the globe the opportunity **to be part of this pioneering event** where participants will develop innovative ideas and put their knowledge and skills to the test.

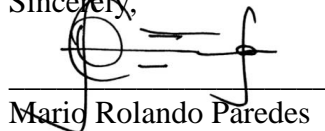
This year's WOMA teams will be formed by four students and one faculty advisor and is structured along four stages of competition. The first stage teams are going to challenge their negotiation skills. Each team must **create a new business idea** right from the start. The second stage will be guided by a case of study of one of the sponsoring companies, teams are going to test their marketing, innovation, and finance skills to create a new product for the company. The third stage will be a **business simulation** where through a simulator in real time, teams are going to be evaluated for their decision making. Finally, in the last stage teams will show the leadership and logistics management solutions to expand a product to another country from a business case by another of our sponsor companies.

Following the latter, the stages within the competition will be academically rigorous and count with excellent logistical support throughout the five days. We want to make sure that competitors have an **excellent participative experience in which their academic skills meet an unforgettable experience**. In addition, WOMA will have the first International Fair of Management competitions, which is a networking space, where each university will have the opportunity to promote their conferences and events. Also, the inscription **includes the**

participation in the ninth edition of the international logistics congress created by the University's management school.

In accordance with the University's internationalization projects, we are having a high number of well-known international delegations and participants in our competition. Additionally, we will count with a high number of teams from across the country, making this annual event one of the most challenging management conferences in the world. It would be a great honor for our university to count with your participation in this inaugural version of WOMA. We trust that undertaking this exciting experience will contribute to the further development of your institution's academic excellence. We thank you for the time you have spent reading this invitation letter and we look forward to starting this journey with you.

Sincerely,



Mario Rolando Paredes
ViceDean of the School of Management
Universidad del Rosario



Natalia Rodríguez B.
Academic Director.
WOMA



Lucía M. Bello Cassiani
General Director
WOMA