

SPONSORSHIP REQUEST

12TH ANNUAL BUSINESS GAME

MARCH 2026

THE JUNIOR ENTREPRISE HEC LAUSANNE

Founded in 1985, the Junior Entreprise HEC Lausanne (JEHEC) is a student-run consulting association with over 40 years of experience. Managed entirely by ambitious and highly motivated students from diverse academic backgrounds – such as finance, marketing, economics, and management – JEHEC supports companies of all sizes with a wide range of services, from developing business plans and conducting in-depth market studies to creating tailored websites. JEHEC is also part of Junior Enterprise Europe, a network bringing together over 300 Junior Enterprises, many originating from top schools and universities across Europe.

THE BUSINESS GAME – 12TH EDITION

Every year, the Business Game JEHEC brings teams of international students to compete in a challenging one-day business case competition on the HEC Lausanne campus. This could be a great opportunity for you to build deep connections with very talented students who will have the opportunity to discover your company more in depth.

The Business Game aims to immerse Master's and third-year Bachelor's students in real-world business challenges, giving them the opportunity to put their academic knowledge and skills into practice. This experience forms a bridge between students and various institutions, allowing them to step into the corporate world.

Every sponsor will present a case study on a topic of their choice – from financial markets to sustainability, international sales, or marketing strategies – and teams of three to four will compete to solve it within the designated time frame.

Once the time is up, each team will submit its solution in the form of a presentation to the sponsoring delegates. At the end of the competition, the delegates will evaluate the proposals and select the most deserving team, which will receive an award. Through this process, we aim to sharpen participants' critical thinking and strengthen their academic knowledge, empowering them to make a positive impact in the business world and preparing them for their future careers in the industry.

OUR PREVIOUS EDITIONS

Our previous editions have been highly successful thanks to the support of our partners. In 2024, we had the privilege of working with BearingPoint and Boston Consulting Group for a highly successful edition. In 2023, Ernst & Young and UBS joined us as sponsors. The 2022 edition brought together SwissLife Select, Deloitte, and UBS, attracting more than a hundred participants. The 2021 was held in partnership with Stouff Capital and UBS.

Every year, all of our partners are always delighted with the outstanding work achievements of the competitors, with some previous sponsors such as BearingPoint, UBS and SwissLife Select offering internships to the winning teams. Stouff Capital even hired its winner for a permanent position.

This could be your opportunity to showcase your company, connect with dynamic and highly talented students who could become your future employees, and give them a deeper insight into your organization.

OUR OFFER

This year, we are pleased to offer a sponsorship package designed to provide your company with a unique opportunity to interact directly with participating students.



PRE-EVENT

Our goal is to increase the event's visibility on social media by producing a diverse mix of engaging content – including videos, reels, and interactive stories – to ensure engagement and attract more student participation. We also plan to work closely with sponsors to create compelling content that showcases their brand and communicates their objectives for the event.

In addition, just before the event, we intend to host a breakfast gathering followed by an opening ceremony, offering an initial opportunity for participants and sponsors to connect.

DURING THE EVENT

During the event, each sponsor will present a tailored business case designed to reflect its industry and showcase its expertise. After a brief introduction, sponsor representatives will remain on-site throughout the day to support the teams. They will be available to answer questions, provide clarifications, and offer insights drawn from their professional experience, helping participants better understand the challenges and refine their solutions. At the end of the set time period, each team will present its proposed solution before a jury, composed of company representatives, who will evaluate the presentations and select the most deserving team.

POST-EVENT

The event concludes with an Award Ceremony celebrating the winning teams of the case study while also showcasing our sponsors, enhancing their brand visibility and associating them with achievement and recognition.

Following the ceremony, we host an Apéro, providing an additional opportunity for networking and meaningful discussions with participants. Furthermore, we supply participating companies with the attendees' résumés, facilitating potential recruitment and talent acquisition opportunities.



PREVIOUS PARTNERS



Deloitte.

BCG

BearingPoint®

Théa Bernard
thea.bernard@jehec.ch
+41 78 948 15 25

Raphaël Cezard
raphael.cezard@jehec.ch
+352 621 712 602

jehec.ch/business-game