

## IIMA PRESS RELEASE 2010-11



### CONFLUENCE 2010

IIMA, October 18, 2010: IIM Ahmedabad's Annual International Business School Summit "Confluence 2010" will be held on November 26-28, 2010 at its campus. Started in 1998, Confluence is IIMA's annual business school summit and the largest of its kind in Asia Pacific.

The summit occupies a prime position in the calendars of the managerial intelligentsia across the nation and the world, and attracts students from premier business schools and prominent industry leaders alike.

Each year, Confluence focuses on a theme pertinent to the existing business scenarios. Confluence 2009 was held on November 27 - 29 last year, with the valedictory address being delivered by Dr. A. P. J. Abdul Kalam, former President of India. The theme for the event was "Survive, Sustain, and Succeed" and was an excellent forum to discuss strategies for survival, sustenance and success of businesses. Key speakers for the last year's event included Mr. C.B. Bhave, Chairman, Securities and Exchange Board of India (SEBI), Mr. Gurcharan Das, Former CEO, Procter and Gamble (India) Ltd, Dr. Preetha Reddy, Managing Director, Apollo Hospitals, Dr. Shyamala Gopinath, Deputy Governor, Reserve Bank of India, etc. Besides the flagship speaker sessions, the event also had participation from top B-Schools for its events like 'Corporate Combat', 'Masterplan', 'Globalization Challenge', etc

This year, in its twelfth edition, Confluence will have the theme "**Inspiring innovations | Expanding Horizons**" - Creating an innovation ecosystem.

Confluence 2010 participants will have an opportunity to listen to and interact with a host of impressive speakers, who will provide insight and share their perspectives on this year's event theme. Talks and discussions will be based on the innovations that changed the society in the past and what new innovations are needed in business, governance and society to make the fruits of success reach all. Speakers will recount a specific innovation they have made (based on which they have been invited) and will share their experience on the hurdles they faced in the implementation of those innovations.

Apart from the session specific competitions Confluence 2010 will include a variety of workshops and flagships events such as, **MasterPlan**: India's largest Business Plan Competition, **MouseTrap**: Online Strategy Simulation Game and **BizQuizitive**: Business Quiz. The events this year will be grander than ever with total prize money upwards of INR 1 million. There will also be a program for Management students and a simulation workshop specifically designed for junior managers in various companies.

Confluence 2010 is making a pioneering effort to address social issues and policy issues through its events such as "Campaign for a Cause". For the first time students will be given an opportunity to present their ideas to a large audience in RJM auditorium at IIM-A. Here students would get an opportunity to tell the country their own views on Innovation and its impact on society. Further, the hugely popular Agri-Business event of DMA, Amaethon, will appear in a new grander avatar as a part of Confluence. Also among the new initiatives at Confluence 2010 is the National Business Olympiad which will be held across 20 cities and will finally culminate into a grand finale at the IIM Ahmedabad campus.

This year Confluence is making an effort to act as a platform for ideas and innovations. The website itself will act as boiling point of ideas with the unique section named "Innovation corner" to allow students to present their ideas to the world.

Interested participants can **visit the Confluence website at [www.iimaconfluence.com](http://www.iimaconfluence.com) and register by signing up.**