2023 MonsoonSIM Enterprise Resources Management Competition (MERMC)
International Grand Final

and Short Study Trip with

Initiative on Cross-Border Industry-Academia Education-Collaboration In Digital Economy

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HOSTED and ORGANIZED BY : UTAR UNIVERSITI TUNKU ABDUL RAHMAN

ORGANISED BY : Infusion

CO-ORGANISED BY : 广西财经学院 GUANGXI UNIVERSITY OF FINANCE AND ECONOMICS

CO-ORGANISED BY : CCF 中国计算机学会 **Nanning Branch**

CO-ORGANISED BY : AAET ASEAN Academy of Engineering & Technology

POWERED BY : MONSOONSIM

In 2023, the 9th International MERMC

- **This event is co-organized by:**

  - **UTAR** (Universiti Tunku Abdul Rahman), Malaysia

  - **Infusion** Information Technology Sdn Bhd, Malaysia

  - **GUFE** (GuangXi University of Finance and Economics)

  - **CCF** (China Computer Federation), Nanning Branch (GuangXi, China)

  - **AAET** (ASEAN Academy of Engineering and Technology)

- **This event will be a competition and also a short study trip (for lecturers & students) with workshops & colloquium on Cross-Border Industry-Academia Education- Collaboration in Digital Economy**

HAPPENING @
UTAR, KAMPAR campus, Malaysia

Date : 30 Nov - 2 Dec 2023
        (Thu - Sat)
Check-in on 29 Nov (Wed)
Check-out on 3 Dec (Sun)

Credit By BrandonCK

The Main Motivation of MERMC 2023

- **In MERMC 2023, it has been planned to:**

  - <u>Link MonsoonSIM (ERP simulation)</u> to <u>real ERP platforms</u> & other related platforms (such as MRP, cross-border e-Commerce platforms).

  - <u>Connect the participants & academia to industries</u> related to ERP & digital economy.

- **Again, there will be 2 "parallel engagement" of the event :**

  1. <u>Enterprise Resource Management (ERM) Competition</u>, International Grand Final

  2. <u>Workshops & Colloquium</u> on Cross-Border Industry-Academia Education-Collaboration in Digital Economy

Introduction to

2023 MonsoonSIM Enterprise Resources Management Competition (MERMC) International Grand Finals

MERMC 2023 - Teams

- **Teams in MERMC 2023 :**
  - Max number of teams : **60**
  - Members per team : **5**
  - Total participants = **300**

- **Teams from each university :**
  - Max number of teams per university : **2**
  - Total universities **= 30 - 60**

- **Teams from each country / region :**
  - Refer to the table.
  - Will invite teams from other countries if the allocated teams of a country / region are not met.

Country	Allocated Teams
Malaysia	5+ Teams
Thailand	5 Teams
Philippine	5 Teams
Indonesia	5+ Teams
Singapore	5+ Teams
China	5 Teams
Hong Kong	5 Teams
Taiwan	2 Teams
Australia	2 Teams
US	1 Team
Vietnam	5 Teams
Africa	1 Team
Cambodia	2 Teams

Competition Format of MERMC 2023

- **2 tracks of MERMC 2023 :**

    - Trading with FMCG (v11)
        - 20 teams - 40 teams (depending on registration)
        - Retail + B2B + HRM

    - Full Enterprise (v10)
        - 20 teams - 40 teams (depending on registration)
        - All modules on, with crisis and roadmap

- **Each team can only pick 1 track**

- **3 first-round games (all teams) + 2 second-round games (10 teams each track) + 1 Presentation (10 teams each track)**

Competition Format of MERMC 2023

- **3 first-round games (summing up) to qualify to second round**
  - Total score aggregated from 3 games
  - 10 teams selected for each of the 2 tracks.
- **Second round (10 teams per track)**
  - 2 games + 1 presentation
- **Score computation (to ensure fairness & performance consistency):**
  - Score for each of the 5 games:
    - 75% scoring matrix + 25% ranking (ranking allocation from 100% with 10% descending to minimum 30%)
- **Total score to produce the champion and runners-up (every game counts!)**
  - 35% (1st-round games) + 45% (2nd round games) + 20% (presentation)

Competition Format of MERMC 2023

- **Each game will be 1 hour, 10 teams per session**
- **Only 2 concurrent sessions (for 2 tracks) per hour**
- **Teams will wait for the turn of the assigned session.**

- **Schedule (for 2 tracks)**
  - Round 1 - Game 1 : Thu Afternoon (all teams)
  - Round 1 - Game 2 : Fri Morning (all teams)
  - Round 1 - Game 3 : Fri Afternoon (all teams)
    - Sum of scores of 3 games to qualify to Round 2
  - Round 2 - Game 1 : Sat Morning (10 teams each track)
  - Round 2 - Game 2 : Sat Morning (10 teams each track)
  - Presentation : Sat afternoon (2nd round, 10 teams each track)

- **Total score to produce the champion and runners-up (every game counts!)**
  - 35% (1st-round games) + 45% (2nd round games) + 20% (presentation)

MERMC 2023 - Awards & Prizes

- **Trading with FMCG tracks**
  - Champion : USD 2000
  - 1st Runner-up : USD 1000
  - 2nd Runners-up : USD 500
  - Consolation (5) : USD 100 each

- **Enterprise Tracks:**
  - Champion : USD 2500
  - 1st Runner-up : USD 1500
  - 2nd Runners-up : USD 1000
  - Consolation (5) : USD 200 each

Introduction to

Short Study Trip

with

Initiative on Cross-Border Industry-Academia Education-Collaboration In Digital Economy

for

Lecturers and Students

MERMC 2023 as Short Study Trip

- This initiative will be organized in the form of "short study trip" with:

  - **Workshops (with certificates of attendance)**

    - Hand-ons with real systems/platform for both academia and students

    - Introducing low-code/no-code ERP customization

    - Data Analytics case studies

  - **Exhibition**

    - Product demo of real tools/platform for education related to ERP simulation and digital economy.

  - **Colloquium**

    - Discussion and presentation among academia and industries.

MERMC 2023 to "Real Systems"

- The main theme of the Initiative & Colloquium:

  - **Integrating & Connecting Digital Economy Technology Education with ERP Simulation & Artificial Intelligence**

- To explore a broader scope of cross-border industry-academia education-collaboration in digital economy, starting with MonsoonSIM ERP simulation.

- To introduce real ERP, IT systems or platforms, relevant to what has been learnt in ERP simulation, such as ERP, IOT, data analytics, AI, e-commerce, marketing, etc.

- To explore the possibility of partnership among participating universities & colleges, and the industries of each country.

The Main Theme of MERMC 2023

- **Prepare participants for real-world scenarios, experience & skills.**

  - To make the ERP simulation competition more relevant to real life

  - Organize workshops and colloquium to link ERP simulation with real world systems.

  - To enhance experiential learning.

- **The emergence of Generative AI in digital economy.**

  - To address the urgency of AI in the disruption of future jobs of business & digital economy.

  - Explore & addressing AI-assisted learning and teaching

- **To share experience in cross-border industry-academia education-collaboration in digital economy, starting with MonsoonSIM ERP simulation.**

  - Syllabus collaboration; Cross-Border Internship; Student exchange;

  - Study tour; Cross-border classroom; Cross-Border ecommerce for export China

MERMC 2023 Workshops (Hands-on in Lab, 2 hrs - 4 hrs per session)

Organization	Title
Zhejiang Smart Training Technology, Co.,Ltd. **(China)**	Cross Border e-commerce comprehensive training platform
Fujian Dayuhao Information Science & Technology Co.,Ltd. **(China)**	Live-streaming eCommerce AI education platform
Runjian Co.,Ltd **(China)**	Artificial Intelligence Open Platform Based on Deep Learning Framework
TusCBEC Co.,Ltd **(China)**	Cross-Border E-Commerce 1210 System (Real & live system, demo for lecturers only)
Sage Singapore Pte Ltd **(Singapore)**	Sage 300 ERP Solution for Growing Business to enterprise, A true Global solution
MZEC Corp Sdn Bhd **(Malaysia)**	ERP Project Management life cycle - case study (with Sage)
IPServerOne Sdn Bhd **(Malaysia)**	IaaS Cloud Technology for ERP and eCommerce of SMEs
RMAICT Sdn Bhd **(Malaysia)**	Integrated Business Process Management (iBPMN) with Agilepoint
Code7 Sdn Bhd **(Malaysia)**	Customer Relationship Management with Personalized QR
W Tech Sdn Bhd **(Malaysia)**	MRP with IOT Integration.
W Tech Sdn Bhd **(Malaysia)**	Web3.0 and Blockchain
Universiti Tunku Abdul Rahman (UTAR) **(Malaysia)**	User-friendly Data Analytics of MonsoonSIM data with Metabase, an open source web-based data analytics tool.

MERMC 2023 Colloquium (Presentation and Demo, 30 min - 45 min per session)

Organization	Title
China Computer Federation, CCF(Nanning Branch) **(China)**	The Transformation and Impact of AI on Various Industries, especially Higher Education
Runjian Co., Ltd **(China)**	Artificial Intelligence (AI) in Education: How to Combine AI (Chat GPT) in Teaching and Business Practices to Build and Train Financial Management Mini Models
TuscBEC Co., Ltd **(China)**	Expanding your exporting business to China via e-commerce
P3Y AcademyZonix Services Co.,Ltd. **(Thailand)**	Revitalizing Education: Rethinking a Challenging Transformation Framework Illustrated by Thailand's Educational Journey
P3Y AcademyZonix Services Co.,Ltd. **(Thailand)**	Analyzing Thai-Korean Economic Plans Over 6 Decades: Lessons and Disparities
Universiti Tunku Abdul Rahman (UTAR) **(Malaysia)**	IT Competency Education with Cross-Border Industry-Academia Education Collaboration.
GuangXi University of Finance & Economics **(China)**	Digital Economy and ASEAN Trade policies with China, expediting the cross-border e-commerce within RCEP Countries
W Tech Sdn Bhd **(Malaysia)**	AI Automation within an IT SME in Malaysia.
Nanning College for Vocational Technology **(China)**	Vocational Education in Digital Economy, esp in e-Commerce
GuangXi University of Finance & Economics **(China)**	Funding on teaching material creation for cross-border industry-academia education collaboration
MonsoonSIM	AI in MonsoonSIM for Decision Science

Invitation of MERMC 2023

- We would like to invite the companies and universities to join and contribute to MERMC 2023 workshops and colloquium, related to MonsoonSIM and Digital Economy Education on:

  - Expertise sharing

  - Knowledge Exchange

  - Tailored Solutions

  - Impactful Research

  - Product demo

  - Cross-Border Collaboration

Itinerary
and
Preparation
and
Budget

Proposed Itinerary for Students

Date	Day	Sponsors & Companies		
		Morning	Afternoon	Evening
29-Nov-2023	**Day 0 (Wed)**	Arrival (Free & Easy)	Arrival (Free & Easy)	Arrival (Free & Easy)
30-Nov-2023	**Day 1 (Thu)**	Open Ceremony	Colloquium Competition (Round1 - G1)	
1-Dec-2023	**Day 2 (Fri)**	Workshops/Exhibition Competition (Round1 - G2)	Workshops/Exhibition Competition (Round1 - G3)	
2-Dec-2023	**Day 3 (Sat)**	Workshops/Exhibition Competition (Round2 - G1) Competition (Round2 - G2)	Workshops/Exhibition Presentation (round 2)	Dinner & Closing
3-Dec-2023	**Day 4 (Sun)**	Tourism / Departure		

Proposed Itinerary for Lecturers & Companies

Date	Day	Sponsors & Companies		
		Morning	**Afternoon**	**Evening**
29-Nov-2023	**Day 0 (Wed)**	Arrival (Free & Easy)	Arrival (Free & Easy)	Arrival (Free & Easy)
30-Nov-2023	**Day 1 (Thu)**	Open Ceremony	Colloquium	
1-Dec-2023	**Day 2 (Fri)**	Workshops/Exhibition	Workshops/Exhibition Colloquium	
2-Dec-2023	**Day 3 (Sat)**	Workshops/Exhibition	Workshops/Exhibition	Dinner & Closing
3-Dec-2023	**Day 4 (Sun)**	Tourism / Departure		

Preparation for Students & Teams

- **Personal Laptops**: Ensure that each student and lecturer brings their own laptop for participation in workshops, competitions, and accessing digital materials. (Make sure you bring your own power adaptors!!)

- **Travel Documents**: If traveling internationally, ensure you have your passport, visa, and any necessary travel documents. (Please reach to us for Visa!, please submit your request to Dr Choo before15 Nov 2023!)

- **Flags of Countries**: If possible, consider bringing flags or other national symbols to represent your country or institution during opening and closing ceremonies.

- **Health Essentials**: Carry any necessary medications or health essentials, such as masks and hand sanitizers, especially in light of health and safety considerations.

- **Local Currency**: Have some local currency on hand for small expenses or emergencies. (MYR, Guide exchange rate 1 USD = 4.7 MYR)

Accommodations Package

Grand Kampar Hotel (https://www.grandkamparhotel.com.my/)
Deadline : 1st Nov 2023, Payment procedure!, Staging!
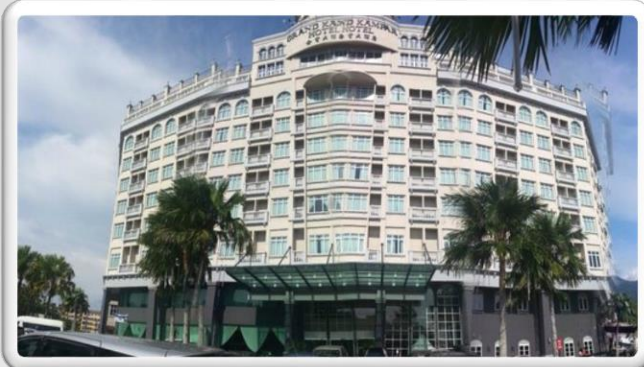
Item	Room Type	Capacity (Pax)	Unit Available	Unit Rate per Night (RM) WEEK DAY RATES	Rate per pax per Night (RM) WEEK DAY RATES	SHOULDER RATES (Eve/Public Holiday/Weekend Of School Holidays)	Rate per pax per Night (RM) SHOULDER RATES	Total 5 days PER PAX (3 days Weekday rate + 2 days Shoulder rate)
1	Standard Deluxe King/Twin	2	83	RM168.00	RM84.00	RM188.00	RM94.00	RM440.00
2	Executive Deluxe King/Twin	2	20	RM208.00	RM104.00	RM228.00	RM114.00	RM540.00
3	Triple Deluxe	3	15	RM228.00	RM76.00	RM248.00	RM82.70	RM393.40
4	Family Suite	4	14	RM318.00	RM79.50	RM338.00	RM84.50	RM407.50
5	Executive Suite	2	4	RM418.00	RM209.00	RM438.00	RM219.00	RM1065.00
	Total no of pax	315						
	Extra Bed	RM80.00						

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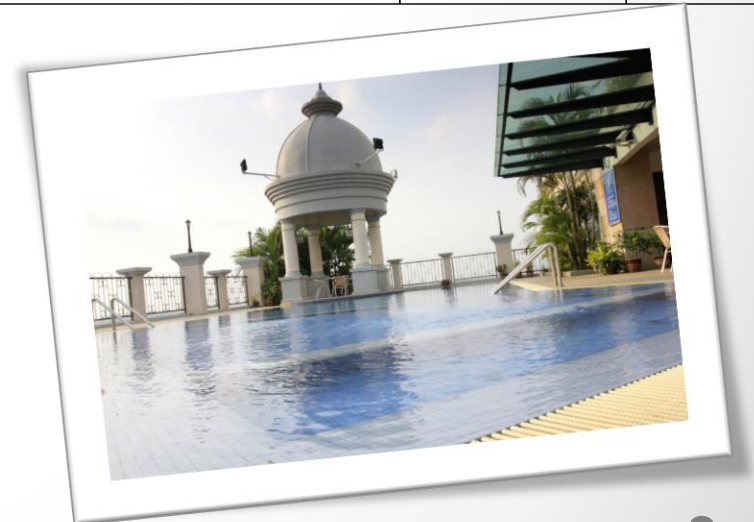
Accommodations Package

Westlake Villas (http://www.westlakevillas.com.my/en)

Item	House Type	Capacity (Pax)	Unit Available	Unit Rate per Night (RM)	Rate per pax per Night (RM)	5 nights per pax (RM)
1	TYPE A	6	6	RM328.00	RM54.70	RM273.50
2	TYPE D	7	2	RM428.00	RM61.20	RM306.00
	Total no of pax	50				
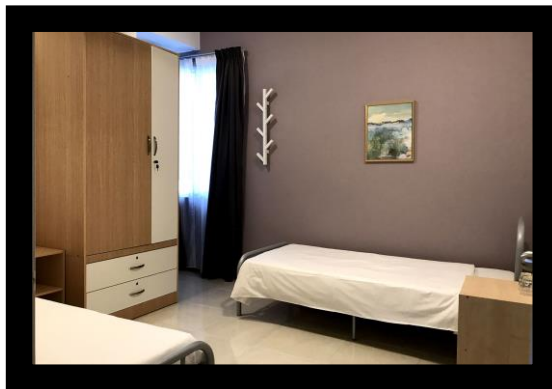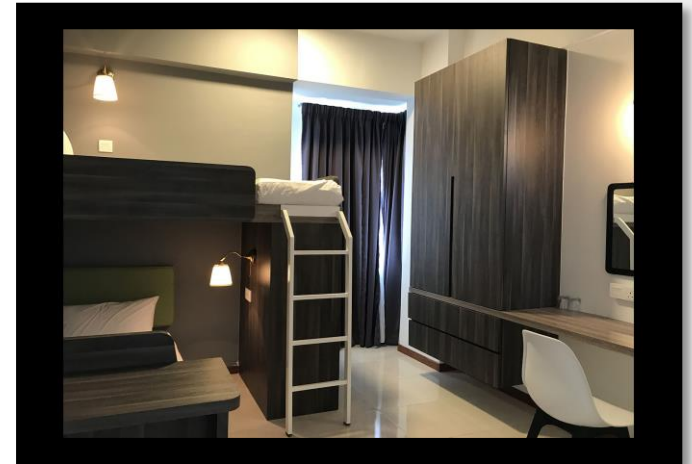
Accommodations Package
Danish House (https://www.danishhouse.com.my/)

Item	House Type	Capacity (Pax)	Unit Available	Unit Rate per Night (RM)	Rate per pax per Night (RM)	5 nights per pax (RM)
1	TYPE A	6	6	RM300.00	RM50	RM250.00
2	Type B / B1 / C	4	12	RM230.00	RM57.50	RM287.50
3	TYPE D	8	2	RM400.00	RM50	RM250.00
	Total no of pax	100				
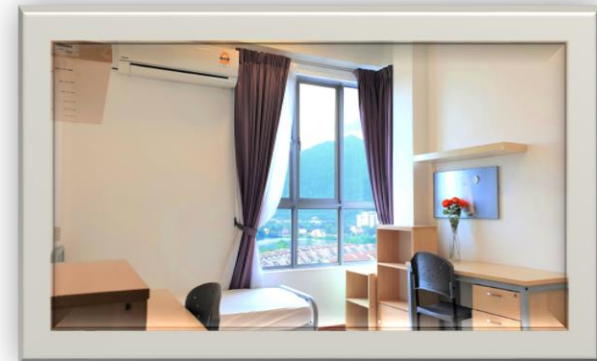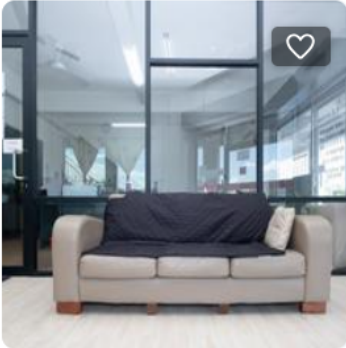
Accommodations Package

Book yourself (https://www.kayak.com.my/hotels/Kampar,Malaysia-c35980/2023-11-29/2023-12-04/2adults?sort=rank_a)

Transportation – (upon request & schedule)
From Kuala Lumpur International Airport to Kampar

| Arrivals – 29th November 2023 From KLIA to Kampar	Departure – 3th December 2023 From Kampar to KLIA
Malaysia Time (MYT) 09:00	Malaysia Time (MYT) 09:00 BUS ETA KLIA2 12:00 PM >BUS ETA KLIA 12:30 PM
Malaysia Time (MYT) 12:00	Malaysia Time (MYT) 10:00 BUS ETA KLIA2 01:00 PM >BUS ETA KLIA 01:30 PM
Malaysia Time (MYT) 15:00	Malaysia Time (MYT) 11:00 BUS ETA KLIA2 02:00 PM
Malaysia Time (MYT) 18:00	Malaysia Time (MYT) 12:00 BUS ETA KLIA2 03:00 PM

REMARKS : Flight Check-in time need to be after the ETA

Travel on your own to UTAR Kampar

- By train :

  - KLIA Express Train to KL Sentral (RM 55)

  - KL Sentral take ETS to Kampar (~RM 40)

    - https://online.ktmb.com.my/

  - UTAR will pick you up at Kampar train station to your accomodation.

- By Taxi

  - Around RM300-RM400 per single trip

Sponsorship and Expenses

- Participant expenses mainly will be on :

  - Flight ticket; Lodging; Dinners

- UTAR will provide :

  - Designated Ttransportation:

    - KLIA to Kampar, Kampar to KLIA, Accommodation to UTAR ONLY!.

  - Meals - 3 Lunches & Closing Dinner.

  - Certificate of Attendance.

Dinner in Kampar

- Around Grand Kampar Hotel, there will be a lot of restaurants. As Kampar is a "University Town".

- Prices ranging from RM5 to RM50
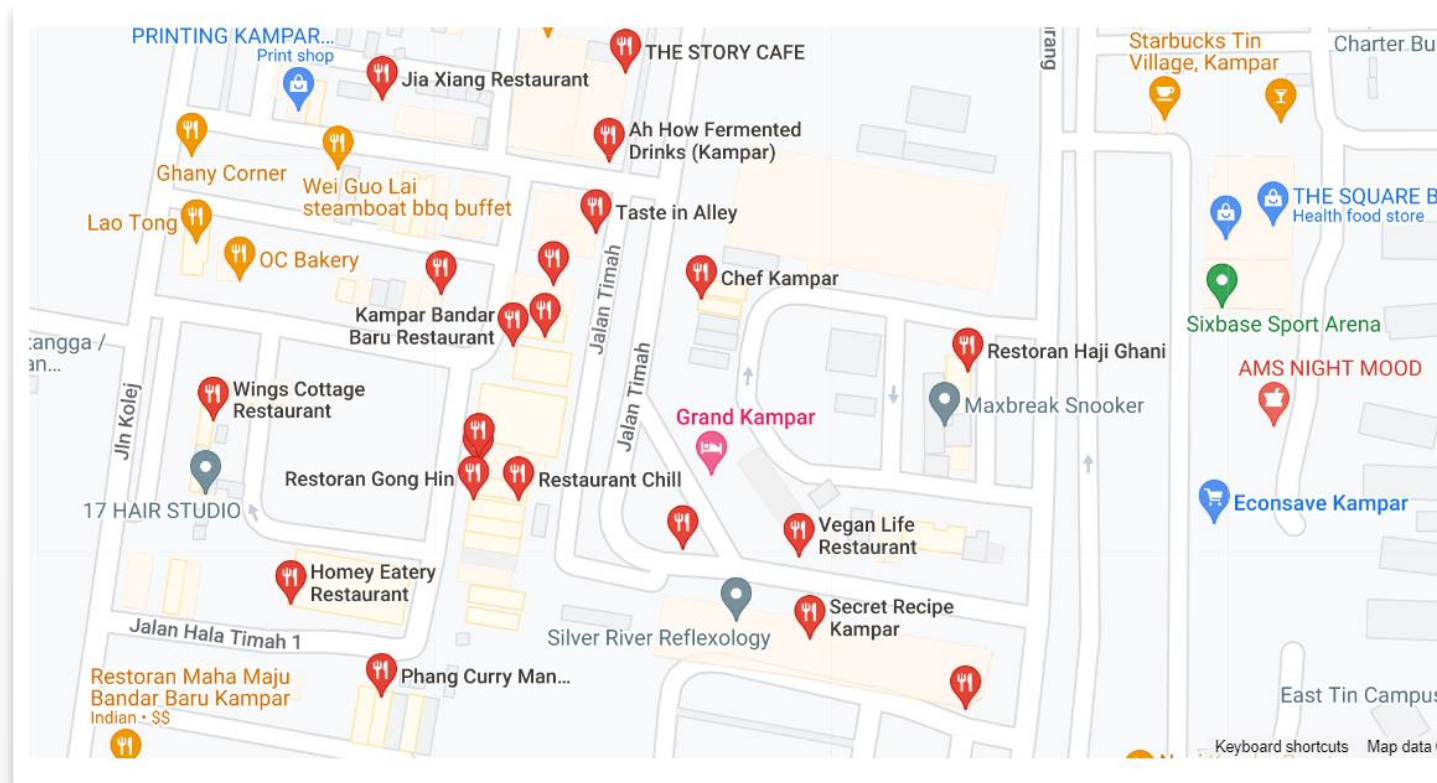
Registration

- There will be an website for the registration, coordination and administration.

- http://iaec.fict-utar.net

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CLOSING DATE OF REGISTRATION : 15 NOV 2023

Sponsorship Package 1

Bronze Sponsorship Program (USD 1,500)
   ✓   Company logo and name displayed on the competition website and social media platforms.
   ✓   Recognition as a Bronze sponsor during the opening and closing ceremonies of the competition.
   ✓   Opportunity to distribute promotional materials to competition participants.
   ✓   5 pax special seats during opening welcome dinner
   ✓   Bronze sponsorship Trophy.
   ✓   Certificate of appreciation.

Sponsorship Package 2

Silver Sponsorship Program (USD 4,000)

- ✓ All benefits of Bronze sponsorship, plus:

- ✓ Company logo and name prominently displayed on the competition website and social media platforms.

- ✓ Recognition as a Silver sponsor during the opening and closing ceremonies of the competition.

- ✓ Opportunity to provide a brief welcome address during the competition opening ceremony.

- ✓ Silver sponsorship Trophy with custom engraving.

- ✓ Access to a list of student participants with their contact information for recruitment purposes.

- ✓ Invitation to participate in a networking event with the student participants.

- ✓ 10 pax special seats during opening welcome dinner

- ✓ Certificate of appreciation with Silver sponsorship recognition.

Sponsorship Package 3

Gold Sponsorship Program (USD 6,000)

✓ All benefits of Silver sponsorship, plus:

✓ Company logo and name prominently displayed on all competition promotional materials, including flyers, posters, and brochures.

✓ Recognition as a Gold sponsor during the opening and closing ceremonies of the competition.

✓ Opportunity to provide 5 minutes speech address during the competition opening ceremony.

✓ Gold sponsorship Trophy with custom engraving..

✓ Invitation to host a company-sponsored workshop or seminar for the student participants.

✓ Opportunity to offer a graduate employment opportunity to a top-performing student participant.

✓ Special prizes presenter during the closing ceremony

✓ One VIP table (10 pax) during opening welcome dinner

✓ Certificate of appreciation with Gold sponsorship recognition.

Sponsorship Package 4

PLATINUM Sponsorship Program (USD 10,000) – 3 SEATS

✓ All benefits of GOLD sponsorship, plus:

✓ Special highlights as Platinum sponsors in all press releases

✓ Recognition as a Gold sponsor during the opening and closing ceremonies of the competition.

✓ 15 minutes Keynotes speech during the opening ceremonies of the competition.

✓ Opportunity to provide a more extensive product or service demonstration during the competition.

✓ Platinum sponsorship Trophy with custom engraving.

✓ Invitation to host a company-sponsored workshop or seminar for the student participants.

✓ Opportunity to offer a graduate employment opportunity to a top-performing student participant.

✓ VIP prizes presenter during the closing ceremony

✓ Two VIP tables (20 pax) during opening welcome dinner

✓ Customized certificate of appreciation with Platinum sponsorship recognition.