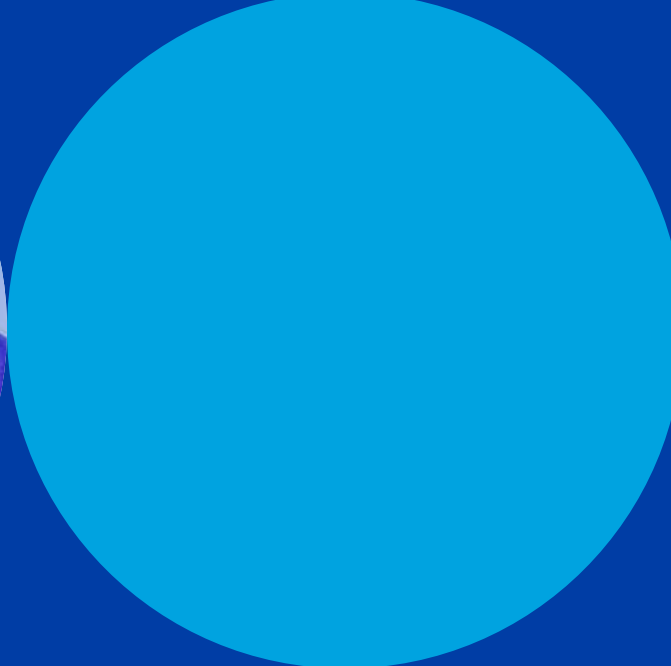
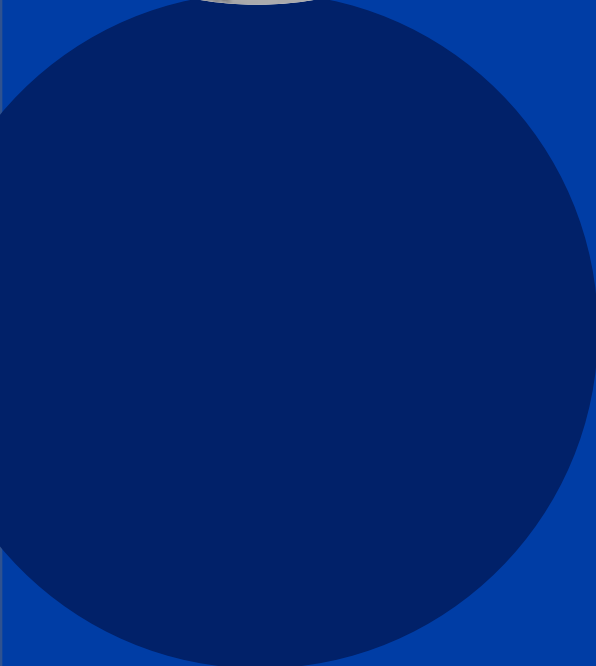




CEO CHALLENGE 2022.

Prepare for a unique challenge



Looking for a challenge that will empower you to apply theory to practice?

You and your team will set out a high-level strategy for a billion-dollar P&G brand. Navigate your way through the competition and you could land an invitation to meet our CEO – along with some of the world’s biggest disruptors and digital innovators.

Your way to the global final



Local Entry
Gather your team of 3, register and solve the online case study until

Feb 3, 2022
Online



APAC CEOC Journey
1 month journey of intense training, mentorships, networking to become APAC Regional Finalist!

February, 2022
Online



APAC Regional Finals
Congratulations! You may now go head-to-head with APAC’s best for a place in the Global Finals!

March, 2022
Online



Global Finals
Welcome to the Global Finals! Connect with the world’s finest and claim 1st place as global champion!

May, 2022
Online

With the CEO Challenge you can win



APAC Regional Finalists
(top 1 team per country)
AirPods 3rd Generation



APAC Regional Winners
(top 1 team in APAC)
iPad Air

Do you accept our challenge?

pg-ceochallenge.com

Case Study Deadline: February 3rd

