



A NEW OPPORTUNITY FOR STUDENTS

CP CUP 2025

UNLEASH YOUR POTENTIAL!

DEVELOP BIZ IDEA TO ACTION



WHAT IS CP CUP

CP CUP is a **dynamic business case** competition that empowers students from diverse backgrounds to **turn ideas into real-world solutions**. Working in teams, participants tackle real business challenges from C.P. Group across **3 key tracks: Practical Marketing, Digital Innovation, and Food R&D**.

The competition began in China (2016) and expanded to Thailand (2024) with its first international round. In 2025, CP CUP goes global, bringing together top student teams from countries where C.P. operates to foster cross-border collaboration, creativity, and innovation.

Finalist teams from each country will compete in the **Global Round in Thailand**, showcasing their innovation to CP's top executives.

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CP CUP BACKGROUND



2016

Held in China,
1st competition with almost
3,000 participants,
focused on an employment and
cultivate entrepreneurship
for students.



2017 - 2019

The competition continued
with covering more than 100
colleges and universities with
over 10,000 participants.



2020

CP Group partnered with the
China Youth Employment and
Entrepreneurship Foundation to
expand the competition's scope,
266 colleges and universities,
13,000 participants.



2021

Add a digital innovation track
and overseas registration, 300
universities and more than
25,000 student to sign up



2022

More than 28,000 applicants. The
digital innovation track included
in the Global Economy
Conference. The final round were
featured on CCTV News Channel.



2023

Total 4 tracks included with
more than 30,000 applicants

1. Practical Marketing
2. Digital innovation
3. Food R&D
4. Healthy Breeding



2024

1st International round with over
60,000 applicants, featuring Thai
and Chinese teams at CP
Leadership Institute, Thailand

COMPETITION TRACK

Practical Marketing

“Maximize sales revenue of CP Products through provided offline/online channels with innovative strategies”



Thailand



China



Bangladesh



Laos



Russia



Türkiye

Food R&D

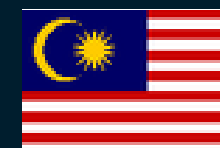
“Develop a product using local CP food items, tailored to target consumers across selected categories, with enhanced innovation, packaging development, shelf-life optimization, and cost efficiency”



Thailand



China



Malaysia



Myanmar



Philippines



Taiwan



USA



Vietnam

Digital Innovation

“Develop AI-driven solutions with practical feasibility to drive process efficiency, enhance employee and customer engagement and satisfaction, and optimize technology investment for meaningful business impact”



Thailand



China

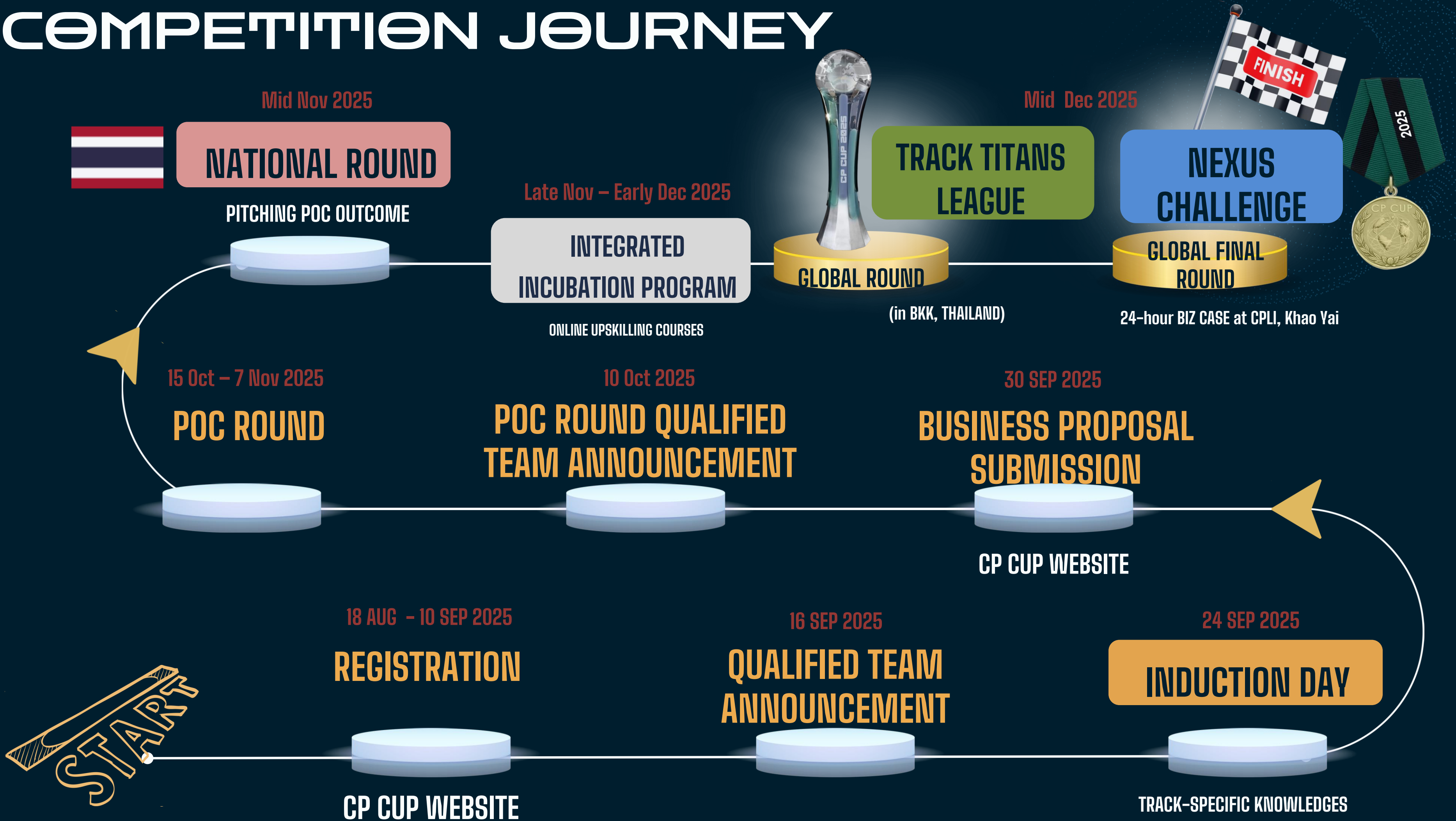


India



Vietnam

COMPETITION JOURNEY



Team of 3-5 members

One team leader,
remaining as team members

Age not over 35

**University students
from all degree levels**

Proficient in English

QUALIFY TO SHINE

**Academic backgrounds
relevant to selected track**

- Digital Innovation track: team must include a member with independent programming capability
- Food R&D track: background on Food Science and engineering or related food majors

**Capable of applying business
acumen and feasibility
analysis**

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WHAT YOU GAIN



Money Prize

- National Round
- Global Final Round
- Nexus Challenge



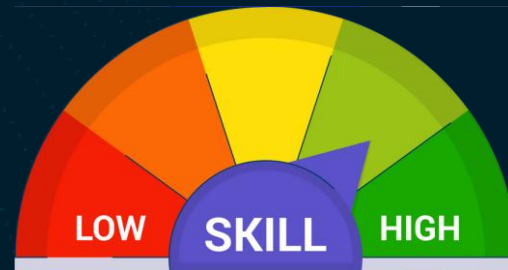
Certificate

All qualified teams from PoC to Nexus Challenge



Trophy

Track Titans League
[Global Round]



Upskilling

Key Learnings to Excel in Real-World Business Challenges



Career Opportunity

Internship, Future Career across CP Group



Honor Medal

Nexus Challenge
[Global Final Round]



C.P Group On-Site Business Visit

CP CUP 2025 : THAILAND NATIONAL ROUND AWARD



50,000 THB / TEAM / TRACK

- Certificate of Award – Winner
- C.P. Business Visit in Thailand and China
- Thailand Representative – Global Round (Track Titans League)
- Win a chance to compete – Global Final Round (Nexus Challenge)



30,000 THB / TEAM / TRACK

- Certificate of Award – 1st Runner Up
- C.P. Business Visit in Thailand



20,000 THB / TEAM / TRACK

- Certificate of Award – 2nd Runner Up
- C.P. Business Visit in Thailand

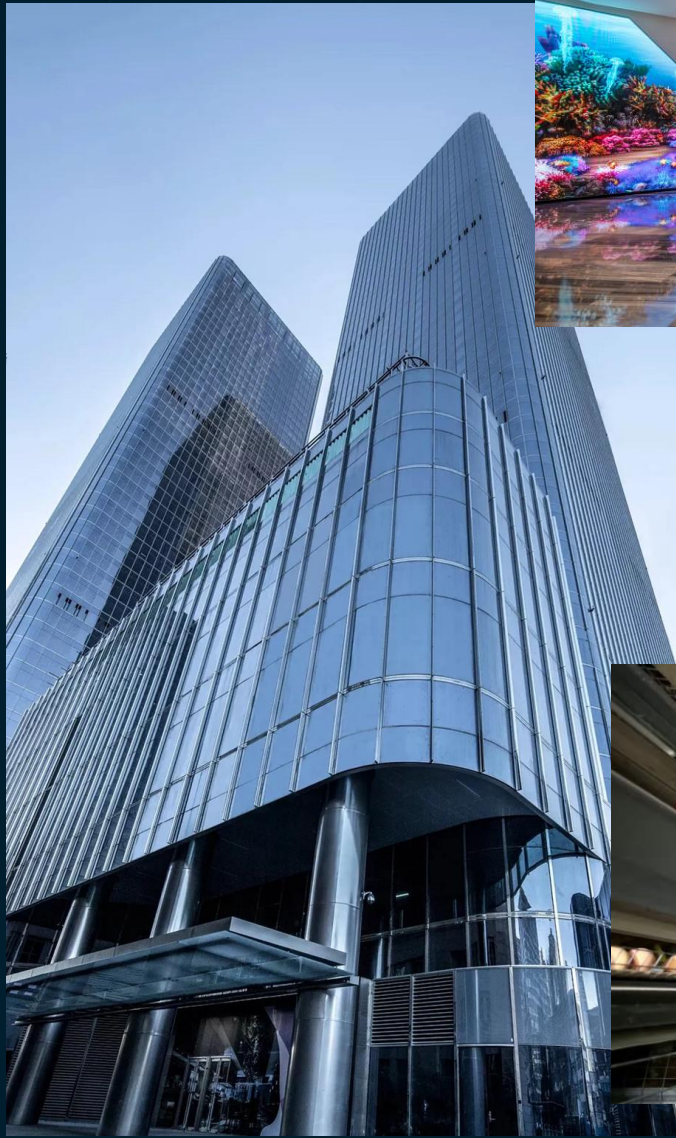
Certificates for all participants in Thailand National Round

CP CUP 2025 : THAILAND NATIONAL ROUND AWARD

CP GROUP BUSINESS VISIT



THAILAND



BEIJING, CHINA

CP CUP 2025 : GLOBAL ROUND AWARDS

TRACK TITANS LEAGUE (Global Round)



- 1 TROPHY FOR WINNER OF THE TRACK
(Country Representative)
- Certificates for all winning team members
(Winner, 1st Runner-Up, 2nd Runner-Up)

NEXUS CHALLENGE (Global Final Round)

1 Team



- Money Prize – 50,000 THB
- Gold Medal
- Certificate of Award – Grand Winner

Other Teams



- Money Prize – 20,000 THB
- Silver Medal
- Certificate of Award

Certificates for all participants in Global Round

HOW TO GET START?

FORM A TEAM

3-5 MEMBERS

- One team leader
- Remaining as team members

CHOOSE TRACK

- PRACTICAL MARKETING
- FOOD R&D
- DIGITAL INNOVATION

APPLY TO START

APPLY AND IGNITE
YOUR PATH WITH CP CUP
<https://cpcup.cpli.co.th/>

— see you soon! —

CP CUP 2025

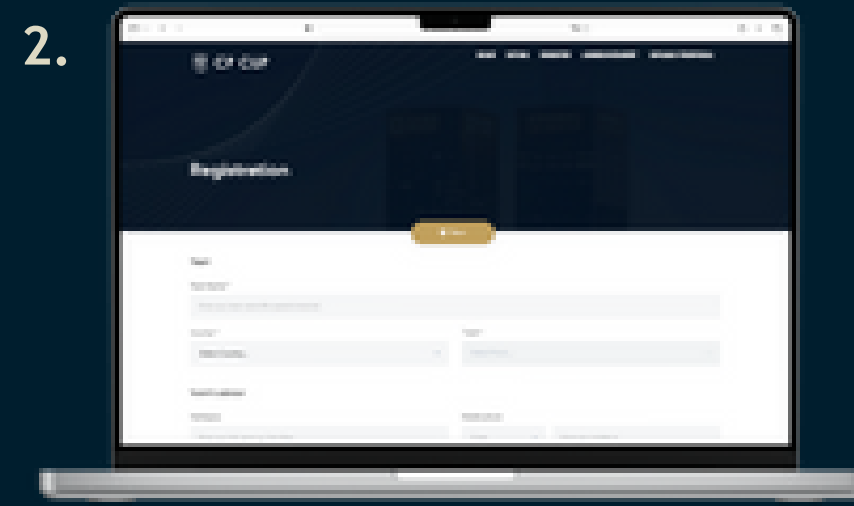
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STEPS TO REGISTER



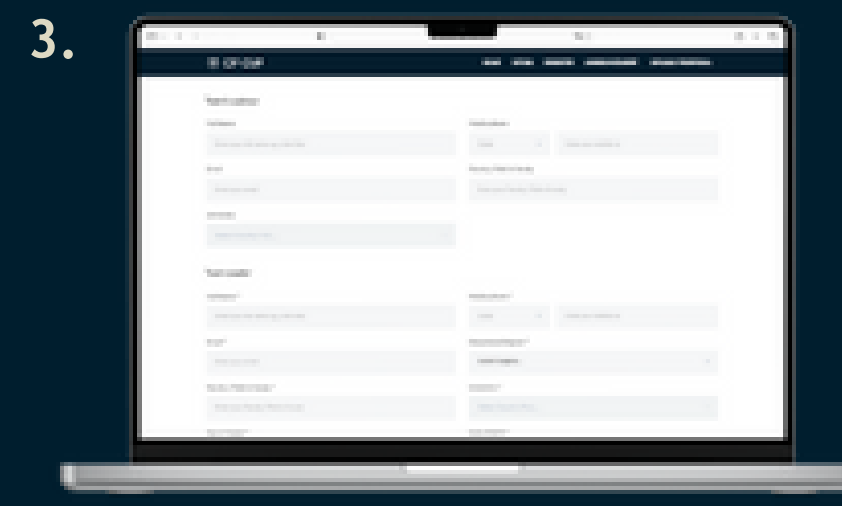
Access the Registration Form

- Go to the CP CUP official website <https://cpcup.cpli.co.th/>
- Click on “Register”



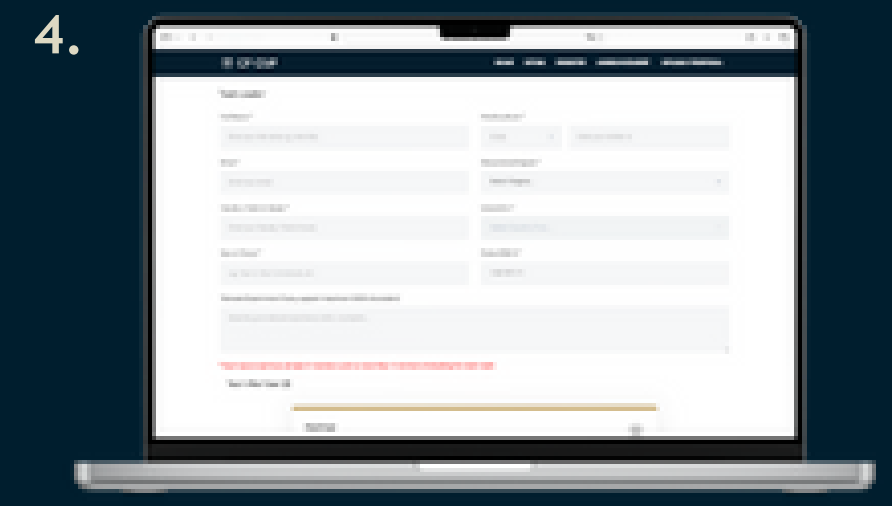
Fill in the Team's Information

- Team Name: Enter your team name **(No special characters allowed)**
- Country: Select your team's country
- Track: Choose your competition track (Only 1 track) (e.g. Practical Marketing, Digital Innovation or Food R&D)



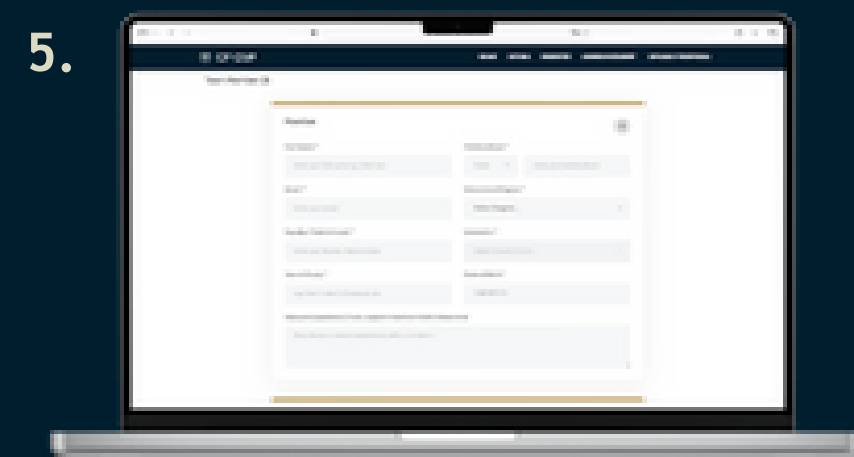
Provide Team Advisor's (Professor's) Information

- Full Name: Enter your advisor's full name
- Mobile Phone: Select the country code and enter the mobile number
- Faculty and University



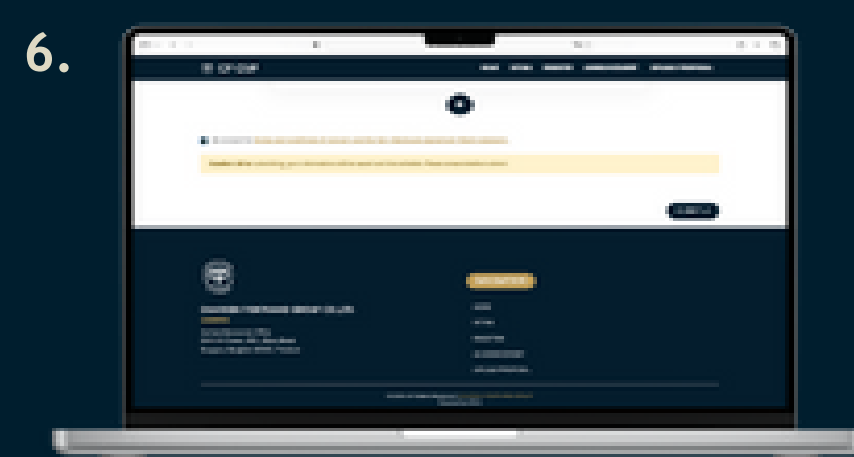
Provide the Team Leader's Information

- Full Name
- E-mail
- Mobile Phone
- Educational Degree
- Faculty / Field of Study
- University
- Year of Study
- Date of Birth
- Experience (if any)



Add the Team Members' Information 3 - 5 members, including the team leader

- Full Name
- E-mail
- Mobile Phone
- Educational Degree
- Faculty / Field of Study
- University
- Year of Study
- Date of Birth
- Experience (if any)



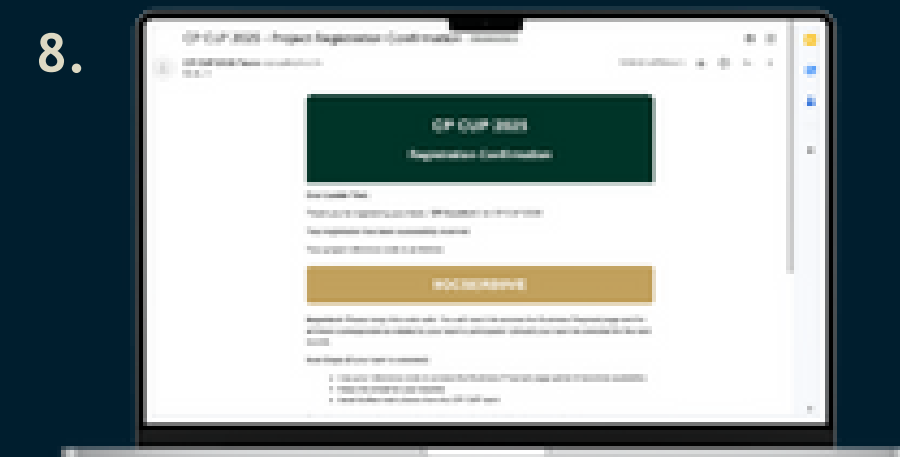
Consent to PDPA and Agree to NDA

- Carefully read the terms and conditions
- Tick ✓ to agree to the terms and consent to Personal Data Collection (PDPA) and the Non-Disclosure Agreement Statement
- Click “Submit” to complete the registration



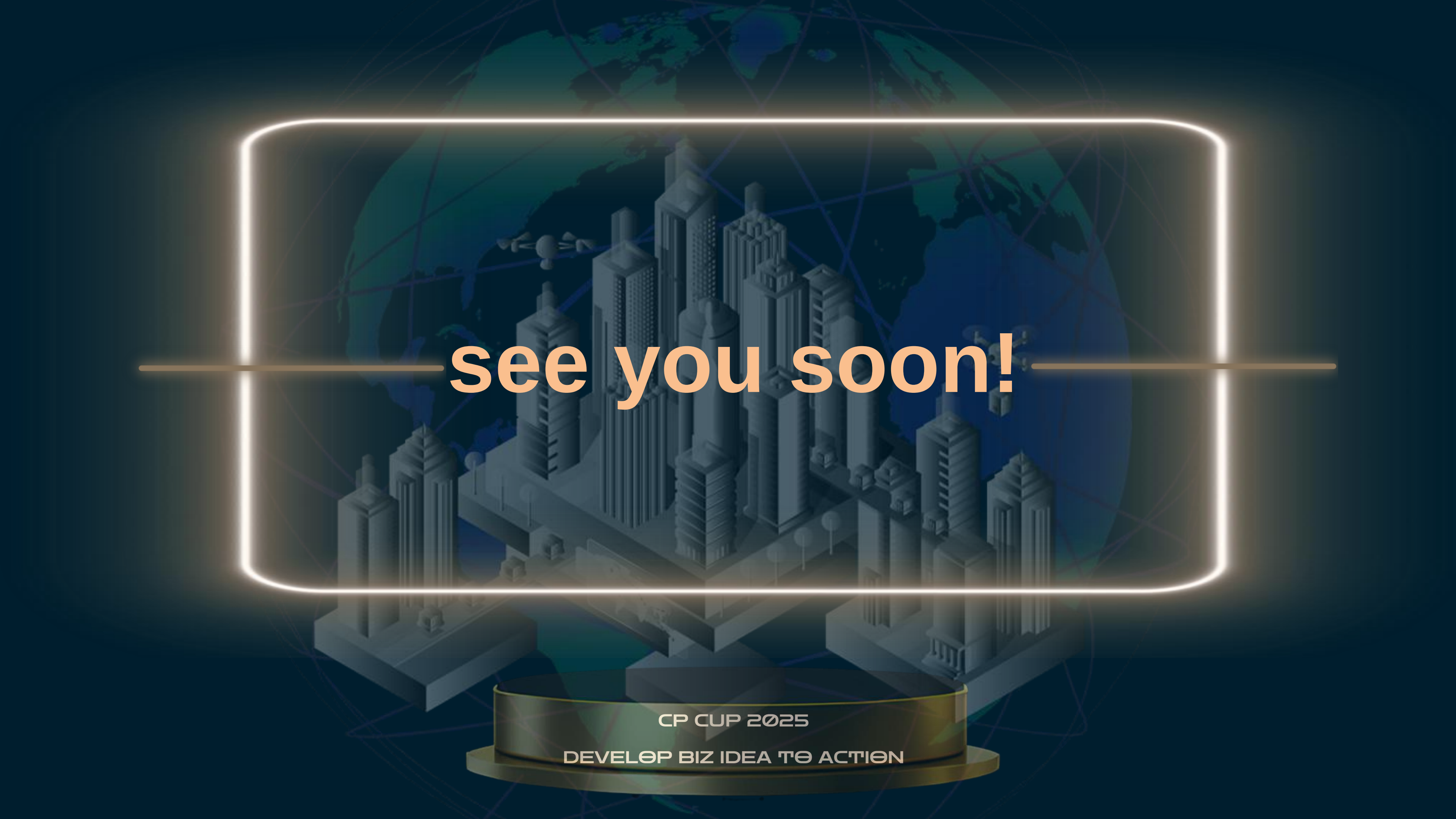
Registration Complete

After completing the registration a reference code will be sent to the team leader's registered email.



Check the team leader's e-mail for the reference code

The reference code will be used to submit your business proposal If your team advances to the next round of CP CUP 2025!



see you soon!

CP CUP 2025

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