



Participant experience from ABN AMRO Romania

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### **Simdustry is extremely serious fun!**

In any way you are related to the world of business(es), Simdustry will show you - clearly, in a very practical and enjoyable manner - the importance of planning, setting clear and achievable goals, ensure that the necessary resources - human, material and cash... - are (and will be) available and what are the pieces and bits of your business and market place that may turn your "brilliant" strategy into a... flop.

Even for bankers as us, the simulation helps you to understand what your corporate clients look like - in the past, their present and their future. Bankers and lenders are mostly concerned with repayment capacity and it's no news to say that payback comes with the success of your clients and their ability to generate cash. Since bankers rely on historical (financial) data and subjectively opine on the future, Simdustry will help you understand where to look at and the right questions to ask. but it will also help you understand why do your clients need the money and what could happen to their business as a result of your positive or negative decision... most often, to ensure that your client will pay you back, you have to make sure he doesn't run out of cash now!

Hand in hand with the simulation, you will also have the opportunity to further understand concepts like 'economic value added' (EVA<sup>®</sup>) or 'creative accounting' and their impact in your relationship with that client. All of this while playing a game in healthy competition with your own colleagues.

**Much more than a simulation, Simdustry is a powerful learning tool and a valuable instrument to prepare the future – in the banking business as well as for any other business!**