

about us

Creative Talent Asia Ltd. (Cretasia) is the exclusive distributor of MonsoonSIM for Hong Kong, Macau, and the Guangdong Province. We mainly focus on human capital development and corporate training with business intelligence technology. We aim to assist students in developing critical thinking skills as well as creativity so that they can unleash their full potentials and discover their talents.

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Empower yourself with the knowledge of ERP and immerse yourself in this exciting and competitive gamification

CREATIVE TALENT
ASIA
For creating talents



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creative
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asia ltd.

Distributor of
MonsoonSIM



“ what is monsoonsim?”

Monsoon Simulation (MonsoonSIM) is the first cloud-based online business experiential learning platform for business studies that cover business processes including sales, marketing, finance and service, procurement, accounting, manufacturing human resources, e-commerce, supply chain etc., as well as hundreds of other business concepts ready to be discovered by learners via immersive and competitive games.



Emulate realistic business environment

Students in teams of five will be required to run virtual companies to compete with one another to achieve the highest business KPI targets set. Through applying corresponding ERP concepts onto the simulated environment, they will get a raw taste of what it would be like to engage in business decision making and come up with various strategies

Digital transformation

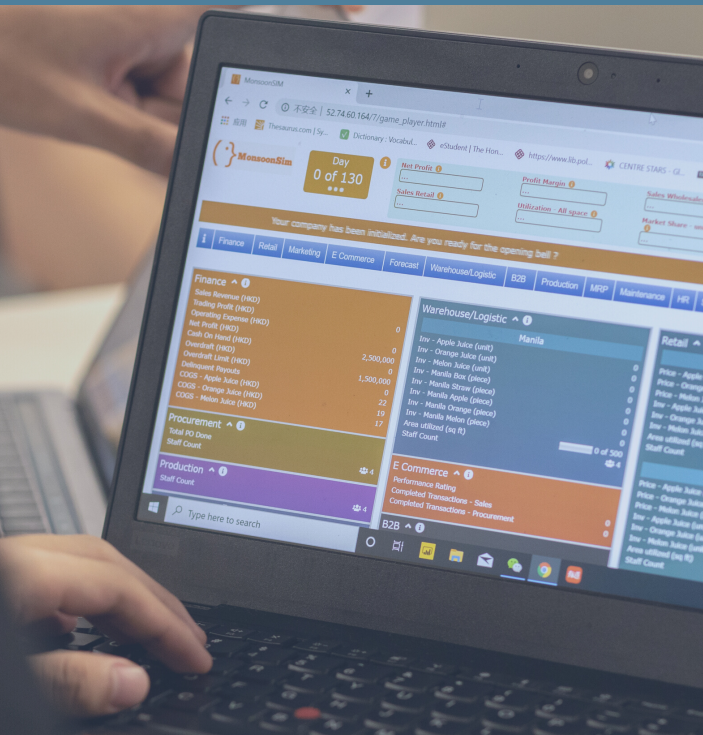
MonsoonSIM allows education institutions to transform from 'teaching by theory' to 'teaching by experience', and from 'learning by remembering' to 'learning by experiencing'

What you will learn...

- Get acquainted with different principles of business operation management, accounting, ERP, supply chain and logistics, etc.
- Develop critical thinking skills through solving challenges that arose in the management process
- Brush up communication skills
- Apply knowledge learnt in lectures and textbooks to make the best decision collaboratively with other teammates

Concepts covered

- Business and economics fundamentals
- Business operational management
- Enterprise Resource Planning (ERP)
- Logistics and Supply Chain Management (SCM)



“ monsoonsim enterprise resource management competition

The MonsoonSIM Enterprise Resource Management Competition (MERC) is an annual competition hosted by MonsoonSIM and its partners. Winning teams of MERC HK will represent Hong Kong to participate in the International MERC Grand Final to compete with teams from other countries, including but not limited to Singapore, Malaysia, Indonesia, Thailand, Taiwan, the Philippines, the United States of America, Australia, Macau and the Mainland China.

INT'L MERC 2016

Supported by the Singapore University of Social Sciences (Singapore)

INT'L MERC 2015

Supported by the Singapore University of Social Sciences (Singapore)

INT'L MERC 2017

Supported by Kasetsart University (Thailand)

INT'L MERC 2018

Supported by the Singapore University of Social Sciences (Singapore)

INT'L MERC 2019

Supported by The Hong Kong Polytechnic University (Hong Kong)

INT'L MERC 2020 (Online Competition)

Supported by Deakin University (Melbourne, Australia) and MonsoonSIM partners from Indonesia