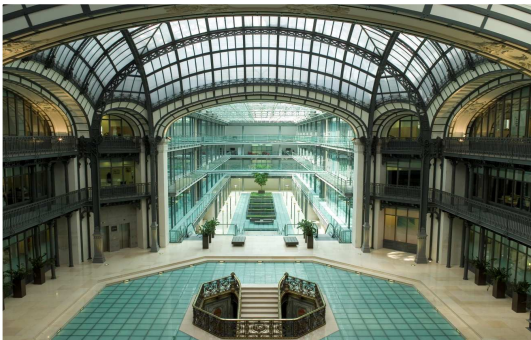


## **A new campus in Paris geared to helping businesses to grow**

Paris, 16 February 2012. EDHEC Business School is inaugurating its first campus in the heart of Paris. This new facility responds to corporate needs for executive educational programmes and research of direct use to the economy and business, while also further reinforcing EDHEC's links with economic and political decision-makers. Located in the Centorial, a prestigious building combining a classical Parisian façade and a modern, high-design interior in Paris's central 9<sup>th</sup> *arrondissement*, the Paris executive campus adds to EDHEC's two other executive campuses opened in London and Singapore in 2010.

- **A prestigious campus, the only one of its kind**

The campus's location in the Paris Stock Exchange district symbolises EDHEC's desire to remain open to the business world and in direct contact with the real-life issues and challenges affecting companies.



**Management Programme.**

### **Its main objectives?**

- **To train senior executives and future managers** via innovative methods and customised programmes leading to professional certificates and degrees.
- **To provide businesses and civil society with the full depth of expertise of the EDHEC Economics Research Centre.**
- **To facilitate recruitment of young talent via the European Apprenticeship track of the Master in**

The new campus houses a variety of facilities in 1,500m<sup>2</sup> of floorspace, including:

- Teams from the EDHEC Management Institute (EDHEC's executive training arm),
- The EDHEC Economics Research Centre,
- The Edhec and Espeme Alumni associations offices,
- The Corporate Relations and Careers team,
- The EDHEC Master in Management programme's European Apprenticeship Track,
- An EDHEC Young Entrepreneurs (EYE) incubator.

The campus is equipped with a large auditorium, an executive room and offices, as well as the requisite technological and multimedia facilities (e-learning, recording studio, etc.). It also offers catering facilities, relaxation areas and other services offering a welcoming and comfortable environment to guests and course participants.

- **100% useful for businesses**

The new executive campus perfectly illustrates the School's "EDHEC for Business" strategy. As explained by **Dean, Olivier OGER**: "This **innovative strategy** was conceived in response to the accelerating pace of business, and the changes and increasing complexity of the challenges and issues facing companies. **All our activities, research and training are geared to satisfying business needs.** Our management research and training programmes are designed to furnish companies with innovative ideas and the tools they need to run their businesses. This "EDHEC for Business" strategy is particularly active on our three **executive campuses**, located in the heart of three of the world's financial capitals - **London, Singapore, and now Paris**, where we will be more specifically focusing on executive education and economic research".

## 1/ EDHEC Management Institute – an innovative centre in executive education

35<sup>th</sup>  
worldwide  
for  
executive  
education  
(Financial  
Times  
ranking)

In challenging economic conditions, businesses need to know they can rely on complete managers and balanced leaders with strong human values.

With this need in mind, the campus pursues the twofold objective of **furnishing a training and leadership centre for managers, senior executives and high-potential staff, and of developing customised executive educational programmes for businesses.**

The EDHEC Management Institute, run by Benoit ARNAUD, was created by the merger of the Management Institute of Paris (MIP) and EDHEC Business School's executive educational activities. In addition to its Global MBA and Executive MBA programmes, the EDHEC Management Institute offers an **Advanced Management Programme (AMP)** based on **innovative management teaching and learning techniques**. Activities include a "managing under pressure" session on a vessel belonging to the French Navy and a week-long study trip to Silicon Valley to meet leading executives of some of the Valley's most innovative corporations such as Google and Facebook. Participants can also attend **short seminars**, including one leading to a Certificate in Criminal Risk Management.

*"We primarily believe in experience and confronting managers with new situations. Our executive educational programmes are not designed as a series of theoretical presentations, but as a means of taking executives out of their comfort zone and projecting them into unfamiliar environments, where they can find the resources to progress"* **underlines Benoit Arnaud.**

## 2/ An Economics Research Centre to aid managerial decision-making

The leading  
economics and  
financial  
research centre  
run by French  
business  
schools (RePEc  
ranking)

The EDHEC Economics Research Centre, **run by Stéphane Gregoir**, focuses on macro-economic themes and particularly on:

- **Welfare protection funding and reform**, and its consequences on the job market,
- **Lifelong employment and training policy**,
- **Financing higher education**,
- **Real estate.**

The Centre analyses and measures the impact of public policies in these areas on the national economy and business.

*"The "EDHEC for Business" strategy is embedded in our **research strategy**: our research work is not only published in academic journals, but also **disseminated specifically to businesses and to society in general.** The Economics Research Centre focuses on several aspects of public policy and is central to this strategy", esteems Stéphane Gregoir, Associate Dean for Research and Head of EDHEC Faculty.*

### 3/ A European Apprenticeship Track to facilitate recruitment of young talent

Some 200 students every year - 10% of total intake - opt for this track.

The **European Apprenticeship track** based in Paris is designed for EDHEC Master in Management students who wish to reconcile the twin demands of work and study over the two years of the track. The full spectrum of managerial professions are open to apprenticeships. The track positions EDHEC as a genuine partner for 200 businesses looking to recruit future executives with experience.

**Anne ZUCCARELLI, Associate Dean for Academic Programmes and for Corporate Relations & Careers explains:** *“This Apprenticeship track responds particularly closely to the needs of our corporate partners. It allows students to continue working within their companies, via an innovative format that develops their knowledge and abilities, while exposing them to a European multi-cultural environment. Apprentices enjoy personalised assistance and leave fully-equipped to make rapid progress, having learned to appreciate the complexity of their companies”.*

### 4/ A business incubator to encourage entrepreneurship?

Only created in 2010, the EYE has hosted **20 projects** that have **created 40 jobs** in its first year.

The **EDHEC Young Entrepreneurs (EYE) incubator** supports the business start-up projects of EDHEC's students, graduates and corporate partners. EDHEC provides 18-24 months of continuous assistance on all the School's campuses to start-up entrepreneurs. **The School recognises entrepreneurship as another means of tackling the challenges facing the business world and as a source of real business potential for the future.**

#### Key figures 2012

6,000 students and 10,000 executive education participants,  
17 degree programmes: ESPEME Bachelor, EDHEC Master in Management, MScs, 2 MBAs, a PhD in Finance, etc. ,  
23,000 participants in conferences and seminars organised in 28 global financial capitals,  
24,000 alumni in 116 countries,  
134 permanent professors (49% of international origin) and 810 adjunct faculty members,  
13 research and teaching chairs,  
A €75MEur budget, 1/3 from corporate funding and 20% invested in research,  
5 campuses (Lille, Nice, Paris, London and Singapore).  
EQUIS – AACSB – AMBA accreditations

#### About EDHEC Business School

EDHEC Business School aims to be recognised for its research and training, innovative ideas and tools that have a high impact on businesses. This “EDHEC for Business” strategy is underpinned by excellent academic research, the results of which are systematically disseminated through EDHEC's programmes (MScs, PhD, etc.), to the business world and to society.

More information is available on the EDHEC Business School website: [www.edhec.edu](http://www.edhec.edu)

**EDHEC Press contact:** Aurore DENYS – [aurore.denys@edhec.edu](mailto:aurore.denys@edhec.edu)