



Cirque du Soleil Patron of the EDHEC MSc in Creative Business

Paris, December 11, 2014 - **EDHEC Business School is proud to announce that the renowned *Cirque du Soleil* is the new patron of the EDHEC Master of Science in Creative Business, which offers rigorous training for students wishing to work in the arts, culture, entertainment and leisure sectors. The EDHEC MSc in Creative Business responds to the growing demand of business and social innovation talents in creative industries.**

As 2014-2015 patron, Daniel Lamarre, President and CEO of Cirque du Soleil provides insights and inspiration to the 43 students enrolled in the programme. From a group of street performers in 1984, *Cirque du Soleil* is now a major international organisation providing high-quality artistic entertainment. Its mission is to invoke the imagination, provoke the senses and evoke the emotions of people around the world.

Cirque du Soleil's International Headquarters in Montreal is the unique world-class creative laboratory where creators from all disciplines gather to collaborate on various creative projects.

For over 20 years, the MSc in Creative Business benefits from the expertise and excellence of EDHEC's faculty and the support of prestigious patrons such as Marjane Satrapi (the Franco-Iranian Designer and Director), Irina Bokovo (Director-General of UNESCO), Jacques Attali (Economist and founder of PlaNet Finance), Jean-Jacques Aillagon (former Minister), Erik Orsenna (Economist and Novelist), Maria Nowak (President of ADIE), Martin Hirsch (former President of Emmäus Frande and President of the National Agency for Civil Service), Marc Ladreit de Lacharrière (President of Fimalac), Jean-Christophe Ruffin (co-founder of MSF Médecins sans Frontières), Jean-Claude Casadesus (Director of the Lille National Orchestra).

About EDHEC BUSINESS SCHOOL

- 5 campuses: Lille, Nice, Paris, London and Singapore
- 6 200 students and 10 000 participants in executive education, conferences and seminars organised in 28 economic capitals around the globe
- 20 degree programmes: Bachelor, Master in Management, Master of Science, MBA, PhD
- More than 25 000 graduates in 120 countries
- 142 permanent professors (49 percent international) and 810 visiting lecturers
- 13 research and teaching chairs
- €87m budget, 1/3 from corporate funding and 20% invested in research
- One of 60 business schools in the world with triple accreditation from EQUIS – AACSB – AMBA

EDHEC Business School aims to be recognised for high-quality research and education, and for innovative ideas and tools that impact business. This "EDHEC for Business" strategy is underpinned by excellent academic research, the results of which are systematically disseminated through EDHEC's academic programmes, and to the business world and society at large. For more information, please visit : www.edhec.edu

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