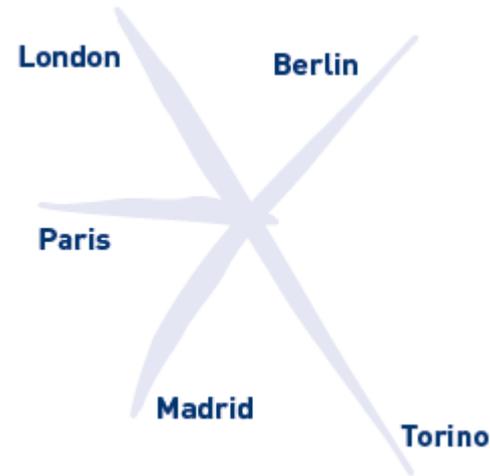
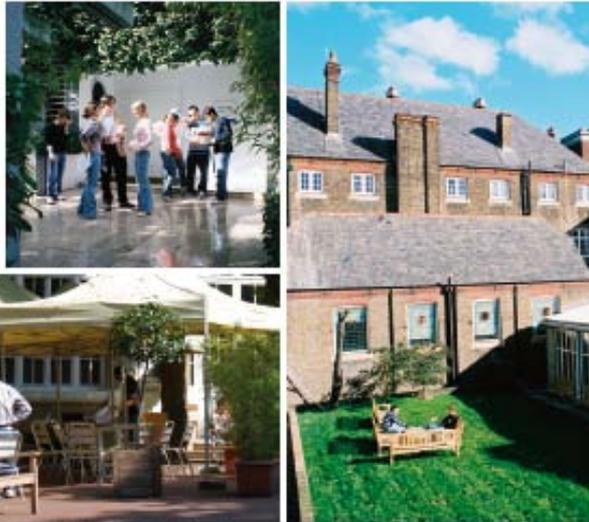




ESCP Europe Business School

European Identity, Global Perspective



Business Education in Emerging Market

18-19 Oct. 2012 IBSSC Conference at
Shanghai Jiaotong

Brief presentation of ESCP Europe



- The world's first Business School, founded in 1819
- Delivering a High-level of Master programs and PhD Programs
- 4,000 students each year on 5 campuses: Paris, London, Madrid, Berlin, Torino
- More than 90 nationalities represented
- 5000 executives participating in courses every year
- The expertise of 130 research-active Faculty from 20 nationalities
- Strong alumni network : 40,000 graduates in 150 countries worldwide
- HESAM Alliance with 15 Higher Education Institutions in France
- 100 partnership agreements with prestigious academic institutions around the world



ESCP Europe's Governance Charter



- Academic Values for delivering and transmitting knowledge
- European Values:
 - anchored on social science and humanistic values :
 - history, culture, economics and management are intertwined,
 - increased focus on entrepreneurship, creativity and innovation
 - with a notion of European citizenship (in a symbolic way)
 - contributing to competitiveness and sustainable development of Europe



European Identity, Global perspective



- Massive recruitment of non-European students
- ESCP Europe campuses located only in Europe
- Increasing academic partnerships around the world with developed and emerging countries
- Respecting other identities and working with high-level institutions

Some key partners around the world 1/2



- Approximately 100 academic alliances and Dual Degrees, plus 4 associate campuses:

- CFVG, Vietnam
- ESA Beirut, Lebanon
- ESAA Alger, Algeria
- MDI Delhi, India



- **North America** : Cornell, Purdue, Boston College, Univ. of Texas, Univ. of Illinois, HEC Montreal, ...
- **Latin America**: Fundação Getulio Vargas, Tec de Monterrey, Universidad de San Andres, ...

Some key partners in the world (2/2)



- **Europe** : Univ. of St Gallen, HSE Moscow, Aalto, Berlin, Trinity College Dublin, UCD, Lancaster, Bath, London CASS BS, Aston, Prague, Warsaw,...
- **China** : Tsinghua SEM, Renmin, Jiaotong, Tongji, Lingnan College, National Chengchi University, City University of Hong Kong...
- **India** : Indian Institute of Management (IIM) of Ahmedabad, IIMC (Calcutta), IIMB (Bangalore), IIMK (Khozhibkode), MDI Gurgaon...
- **Others Asian pacific countries** : Chulalongkorn University (Thailand), SMU (Singapore), KAIST Graduate School of Management (Korea), QUT (Australia), University of Adelaide (Australia),....





Cooperation in BRICs



- Exchange programs (Master programs) : from simple agreements to complex double degree agreements
- Faculty Exchange and joint research programs (seminars, conferences,...)
- Executive Education program (exchange seminars, customized programs,...)
- Co-delegation of activities for master programs (students selections, training delegation,...)
- Research centers focused on BRICs :
 - CERALE Latin America
 - Creation of Indo-European Centre for Research (IECR)
 - Creation of China Management & Society



CONCLUSION



- Business Schools should answer **two main issues** :
 - How can academics, especially within Business Schools, contribute to sustainable growth and peace, while educating high-level Executives in the most efficient way ?
 - What kind of knowledge should be produced to contribute to this purpose ?
- **Our belief** : Europe is great when it opens to the world.
- **ESCP Europe** educates business leaders and leaders in general.
- ESCP Europe: a **European Identity** with a **Global Perspective**.



THANK YOU!

谢谢！