



NEWS ADVISORY

ESSEC & Mannheim Executive MBA 2015 Cohort Graduates Today *An innovation-centric program that prepares participants for international challenges at senior level positions and become impactful leaders*

Singapore, 23 February 2016 – ESSEC Business School, a leading business school in Europe with over 109 years of heritage, congratulates its graduating cohort for the ESSEC & Mannheim Executive MBA at its Asia-Pacific campus in Singapore.

The 15-month program is the Asia-Pacific track of the ESSEC & Mannheim Executive MBA, which started in 2004 as a partnership between ESSEC and Mannheim Business School, two of the top business schools in Europe. The ESSEC & Mannheim EMBA is consistently ranked in the top 1.5% of all EMBA programs in the world by the Financial Times.

According to Prof. Cedomir Nestorovic, Professor of International Marketing and Geopolitics at ESSEC Business School and Director of the ESSEC & Mannheim Executive MBA Asia-Pacific, “It is heartening to know that more than 50% of the participants in the cohort were promoted at work during the course of the program. We maintain a compact class size to allow for a more impactful experience and class interaction. Our program offers 2 residencies exposing our participants to top-tier global universities and international business environments of our corporate partners through specially arranged company visits. With our cohort averaging 40 years of age and over 15 years of working experience in senior roles, participants are encouraged to share their experiences and learn from each other.”

Ms Annie Joseph of the ESSEC & Mannheim EMBA Asia-Pacific 2015 cohort, Commercial Marketing Head Asia Pacific at a Fortune 500 healthcare company, said “Many organizations have marked Asia Pacific as a region of growth. Having said that, there are still a lot of misconceptions about how multinational organizations that are either US or Europe based can be successful in Asia. Mastering the knowhow of how you 'deal' with Asia, the nuances of understanding the marketplace, negotiating with a sound appreciation of the cultural differences and, deciphering where and how to



compete in Asia while being cognizant of how you develop people and talent, are areas where I have benefited from the program.”

ESSEC & Mannheim Executive MBA Asia-Pacific is structured around a pan-Asian core with a global reach. Its inclusive ‘learning by doing’ approach focuses on bringing practical skills back to the workplace. Courses are delivered mainly by an International faculty based in Singapore, incorporating the latest business trends and new business models in Asia, value-creating innovation, business negotiations and, branding with digital and social networks. Innovative business simulations using the latest software are used throughout the curriculum.

With ESSEC’s partnership with ACE (Action Community for Entrepreneurship), participants get to team up with start-ups at the LaunchPad at one-north for their ‘Entrepreneurship Project’ which provides them with real-life experience in entrepreneurship. The Entrepreneurship Project is an integral part of their curriculum.

The graduates now join ESSEC’s 47,000 strong alumni network worldwide. ESSEC Business School congratulates all successful participants being awarded their Executive MBA degree today and welcomes them to the extensive network of ESSEC alumni.

-end-

About ESSEC Business School

Established in 1907 in Paris, France, ESSEC Business School is an academic institution of excellence which has been characterized by its pioneering spirit throughout its history.

A centennial institution with a wide network of corporate and academic partners across the globe, ESSEC focuses its strategic development on three principles: innovation, involvement and internationalization. A research-driven institution committed to an ambitious development of alliances with leading universities, ESSEC constantly strives to expose its students to the latest technologies and cutting-edge knowledge across all disciplines.

With more than 4,880 full time students, 5,000 managers in executive programs and a faculty of 142 full time professors, it is well recognized for the quality of its programs and influence of its research. The school has a network of 47,000 alumni undertaking



business challenges all around the world, and partnerships with many of the world's leading universities. ESSEC runs a wide range of academic and executive programs internationally.

Hallmarked by a profound humanistic tradition, ESSEC has succeeded in making the link between business and society a major subject of research. This is also one of the fundamental components of its philosophy in training responsible managers. ESSEC thereby affirms the necessity of placing innovation, knowledge and the creation of value at the service of the wider community. For more information, please visit www.essec.edu

About ESSEC Business School, Asia-Pacific

ESSEC Business School, Asia-Pacific was established in Singapore in 2005. The campus has since welcomed over 5,000 students and managers. ESSEC's operations in the Asia-Pacific region present the perfect foothold for ESSEC to be part of the vibrant growth of Asia and to bring its expertise to the expanding region.

ESSEC Business School, Asia-Pacific offers innovative academic and executive programs with Asian insights and Western perspectives. Backed by a multicultural faculty, ESSEC Business School, Asia-Pacific aims to achieve influential world-class research in Asia. The school also leverages on its Asian experience and regional network of premium academic and corporate partners to offer customized corporate and open-enrolment programs designed to suit the specific needs of organizations and individuals. For more information, please visit www.essec.edu/asia

CPE Registration number: 200511927D Period of registration: 30 June 2011 until 29 June 2017

Issued by NBS Consulting on behalf of ESSEC Business School, Asia-Pacific

For media enquiries, please contact:

Daphne Liew

Tel: +65 8223 0832

daphne@nbs.com.sg

Jeanne Bellec

Jeanne.bellec@essec.edu

Tel: +65 6884 9780