

100% CEMS MIM student team amongst winners of Shanghai 2010 Award

Three Rotterdam-Louvain CEMS students on semester abroad in Dublin finish on winning podium with plan to improve living conditions for slum communities

PARIS, FRANCE, 19th June - *Organised by HEC Paris and Tsinghua SEM Beijing on the occasion of the Shanghai Expo 2010, the business project competition jury awarded 5 major prizes. 4 of the winning 5 teams represent CEMS academic members, including a 100% CEMS MIM team representing Michael Smurfit Graduate School of Business (UCD, Dublin).*

Following the March launch of the competition 300 business projects were submitted by teams comprising students from business schools or schools of engineering, architecture or urban development, or young entrepreneurs who had graduated up to 3 years ago. These were then narrowed down to 87 projects, then 33. A jury of esteemed academics and business partners deliberated on the 5 projects to be awarded at the 15th July ceremony in Shanghai.

CEMS member schools dominate winners' podium

HEC Paris, Fundação Getulio Vargas-EAESP, Michael Smurfit Graduate School of Business and Keio University all feature amongst the top 5 schools. All have CEMS membership in common. Even better news for the CEMS alliance - the Michael Smurfit team is a 100% CEMS MIM team, comprising students from Rotterdam School of Management and Louvain School of Management spending their mandatory semester abroad in Dublin as part of their CEMS Master's in Management, the number one pre-experience Master's in Management in the world according to the 2009 Financial Times global ranking.

100% CEMS MIM team strives to "make the environment of slums a better place to live"

The CEMS team of Kai Hermsen, Tineke Franssen and Karel Vanacker devised the concept of the "SCTree", a solar change project designed to, in the words of the students themselves, "enable slum inhabitants to be entrepreneurs by providing them with the ecological, technological and social business model to make the environment they live in a better place". In keeping with the CEMS global alliance as a whole, the team drew much from its own diversity during the exercise: "we all have different backgrounds and nationalities, share the affinity for entrepreneurship and saw this competition as a unique opportunity to combine our skills in order to create a sustainable venture for megacities. We enjoyed the process leading to our final business proposal very much because it was an outstanding chance to learn a lot about the challenges of megacities and to become creative in finding problems to solve these".

The winning teams will receive their awards on stage during the Shanghai Expo on 15th July. The team of CEMS MIM students will be awarded the Schneider Electric Award, comprising €3,600, an all-expenses three-night stay in Shanghai (including access to the World Expo) and mentoring with representatives of leading international companies.

Further information on the competition: www.shanghai2010award.com

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About CEMS

Founded in 1988, CEMS is a strategic alliance of 27 member schools from 4 continents and over 50 prestigious corporate partners. The CEMS Master's in International Management provides a unique blend of top-level education and professional experience for multilingual, multicultural postgraduate students.

The 2009 Financial Times ranking rates the CEMS MIM the n°1 Master's in Management in the world as well as the best for combined international results, enhancing the status of the programme as the first supra-national M.Sc.

This success has been boosted by the direct involvement of academic and corporate partners in the definition and teaching of the curriculum, as well as the implementation of a series of joint research projects.

www.cems.org .

CEMS ACADEMIC MEMBERS

Australia	Faculty of Economics and Business, University of Sydney
Austria	WU, Vienna University of Economics and Business
Belgium	Louvain School of Management
Brazil	Fundação Getúlio Vargas-EAESP
Canada	Richard Ivey School of Business, University of Western Ontario
China (Beijing)	School of Economics and Management, Tsinghua University
Czech Republic	University of Economics, Prague
Denmark	Copenhagen Business School
Finland	Helsinki School of Economics
France	HEC Paris
Germany	University of Cologne
Hungary	Corvinus University of Budapest
Ireland	Michael Smurfit Graduate School of Business, UCD
Italy	Università Bocconi
Japan	Keio University, Tokyo
Mexico	EGADE, Tec de Monterrey
Norway	NHH, Norwegian School of Economics and Business Administration
Poland	Warsaw School of Economics
Portugal	Faculdade de Economia da Universidade Nova, Lisbon
Russia	Graduate School of Management, St. Petersburg State University
Singapore	National University of Singapore Business School
Spain	ESADE Business School
Sweden	Stockholm School of Economics
Switzerland	University of St. Gallen
The Netherlands	Rotterdam School of Management, Erasmus University
Turkey	Koç University Graduate School of Business
United Kingdom	LSE, London School of Economics & Political Science

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