



THE GLOBAL ALLIANCE IN MANAGEMENT EDUCATION

The CEMS alliance - diversity in practice

Globalisation strategy produces immediate results at student, academic and corporate levels

PARIS, FRANCE – 21st September, 2009. *The new academic year sees the CEMS alliance grow not only in size but also in diversity, with the entering cohort being the first to break the 800 barrier. In addition, the alliance now has a new high of 28 academic members and remains an extremely attractive option for the corporate world. Despite the ongoing crisis, CEMS Corporate Partnerships are still held with over 50 multinational firms whilst alumni and graduates of the highly-ranked CEMS Master's in International Management (CEMS MIM) continue to be held in high regard by the business world.*

The largest and most cosmopolitan cohort

CEMS remains on course to reach the target of 1,000 students in the class of 2011-12, an objective set as part of the globalisation strategy adopted in 2007. The entering cohort totals 821 students, representing a 43% increase compared with 5 years ago. In addition, never before has the student body been as cosmopolitan, with this year's class comprising 54 nationalities, 18 of which are non-European. This marks a significant jump from the 43 nationalities (13 non-European) of which the class of 2008-09 consisted.

This accelerated growth is a natural consequence of the alliance's global mission, as CEMS Executive Director François Collin confirms: *"Even more impressive than these statistics are the opportunities that await this multicultural, multilingual cohort. International exposure throughout the course will be greater still, with more and more nationalities and cultures interacting and the chance to study in schools and work in companies around the world truly attainable. This was one of our principle desires in implementing a global strategy".*

New members from around the globe

The academic and corporate portfolio of the CEMS alliance is also developing as planned, with the acceptance of two new full academic members. Subject to ratification at the 2009 Annual Events (to be hosted by the University of Cologne), the Richard Ivey School of Business, University of Western Ontario (Canada) and the Koç University Graduate School of Business (Turkey) will be able to deliver the CEMS MIM as of September 2010.

At Corporate Partner level, retention and continued recruitment of companies during the crisis have proven successful, with 4 multinationals (Itaú Unibanco and Santander from the banking sector, and Hewlett Packard and Vodafone from the high-tech sector) having joined the alliance since the beginning of the calendar year.

One of the more recent partners to have joined in 2008, Reckitt Benckiser, is very clear regarding the reasons for working with CEMS: *"We know we need the highest achievers to stay at the forefront of international markets; bold decision-makers, innovative thinkers, those who have a truly global outlook and the initiative to drive their careers far. CEMS' reputation for excellence and high-calibre students makes them an obvious partner for Reckitt Benckiser"*, states Bart Becht, CEO of Reckitt Benckiser.

Such a ringing endorsement from the very top of a major international company serves as concrete proof not only of the qualities that the 12-month CEMS MIM instils in its graduates. It also bears testimony to their readiness for positions of responsibility in the professional world. The increasingly international opportunities open to CEMS students should see this positive evolution accelerate further still.

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About CEMS

Founded in 1988, CEMS is a strategic alliance of 28 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.

Consistently high rankings in the Financial Times (2nd over the past 3 years, best value for money 4 years in a row, best combined international results) have enhanced the status of the CEMS MIM as the first supra-national M.Sc.

The success of the programme 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)	Tsinghua University (*)
China (Hong Kong)	Chinese University of Hong Kong (*)
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	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

(*): Associate Academic Member

(**): Full membership status to be ratified

CEMS CORPORATE PARTNERS

A.T. Kearney	Hewlett Packard †	Santander
ABB	Indesit	Schindler Corporation
Adidas	ING Group	Shell
AstraZeneca	Itaú Unibanco	Siemens
BNP Paribas	KONE	Société-Generale
BP	KPMG	Statkraft
Canal +	L'Oréal	Statoil
CEMEX	LVMH	Stora Enso
Crédit Agricole S.A.	McKinsey	Swiss Re
Credit Suisse	Millennium bcp	Thomson Reuters
Deloitte ToucheTohmatsu	Mol Group	UBS
Deutsche Bank	Nestlé	Unibail-Rodamco
EADS	Nokia	UniCredit Group
EDP	Novo Nordisk	Vestas Wind Systems A/S
ENI International	OesterreicheNationalbank	Vodafone †
Fidelity International	OMV Aktiengesellschaft	Whirlpool
Fortis	PricewaterhouseCoopers	Wolseley
Haniel Group	Procter & Gamble	Zurich Financial Services
Henkel	Reckitt Benckiser	

(†): Membership status to be ratified