

## CEMS 20<sup>th</sup> anniversary features academic and corporate summit meeting

### Alliance assumes global proportions with acceptance of new members and launches new strategic plan

PARIS, FRANCE— 2<sup>nd</sup> December, 2008. The CEMS alliance took on a global dimension at the 2008 Annual Events hosted by HEC in Paris on November 27<sup>th</sup>-29<sup>th</sup>, under the auspices of the Deans of 23 top-level business schools and universities worldwide. Key decisions were announced, notably a new mission statement and strategic plan, the ratification of 6 new academic members from 4 continents and 4 new corporate partners, the renewal of the 2-year mandate as CEMS Chairman of Professor Bernard Ramanantsoa (Dean of HEC) and the unveiling of the new CEMS corporate logo.

#### New mission statement and global strategy

For the first time in its 20-year history, the annual CEMS summit, attended by over 2,700 participants, was honoured by the participation of 23 Rectors and Deans of its member schools and universities. Their discussions focused on the evolving leadership profiles sought by businesses, with vital input provided by CEMS Corporate Partner representatives. Certain pre-decisions were reached, in particular regarding the development of student skills in multicultural contexts.

At the Strategic Board meeting with senior executives from Corporate Partners, a new mission statement and strategy were adopted. Bernard Ramanantsoa, the re-elected CEMS Chairman, commented: "CEMS is the role model for the international alliance of academic and corporate institutions that will shape the landscape of Management education in the multicultural and interconnected business world".

#### Academic and corporate membership on a global scale

The alliance ratified in Paris the admission of 6 new schools as full academic members. All are top-class institutions in Business, Economics and Management: the University of Sydney (Australia), Fundacao Getulio Vargas-EAESP (Brazil), EGADE-Tec de Monterrey (Mexico), Universidade Nova de Lisboa (Portugal), St. Petersburg State University (Russia) and NUS Business School (Singapore).

The list of Corporate Partners was boosted by 4 new members: the engineering multinational ABB, BCP (Banco Comercial Português), the Portuguese energy company EDP and Reckitt Benckiser, a world leader in consumer goods. This brings the total of Corporate Partners to 60, providing an even stronger bridge between business expertise and academic excellence within the CEMS alliance.

#### A brand image in line with a global strategy

The new CEMS logo and corporate identity were revealed for the first time, signifying a departure in terms of brand image from its former European identity to a more worldwide message. The baseline bolsters the now global strategy, moving from "Community of European Management Schools" to an affirmation of CEMS' status today as "the global alliance in Management education".

#### Recognising the vision of 20 years past

The HEC-hosted events were also exceptional as they coincided with the 20<sup>th</sup> anniversary of the creation of CEMS. This was duly celebrated, along with the vision of two of the founders who took the step to form the alliance on 2<sup>nd</sup> December 1988: Professors Jean-Paul Larçon (HEC) and Günter Sieben (University of Cologne). Along with the 23 Rectors and Deans, they awarded the CEMS degrees to the 455 new graduates of the CEMS Master's in International Management programme.

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THE GLOBAL ALLIANCE IN MANAGEMENT EDUCATION

#### About CEMS

Founded in 1988, CEMS is a strategic alliance of 27 member schools from 4 continents and 60 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 (2<sup>nd</sup> 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](http://www.cems.org).

#### CEMS Academic Members

Australia	University of Sydney
Austria	Vienna University of Economics and Business Administration
Belgium	Louvain School of Management
Brazil	Fundação Getulio 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
Italy	Università Bocconi
Japan	Keio University, Tokyo (*)
Mexico	EGADE, Tec de Monterrey
Norway	Norwegian School of Economics & 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	RSM, Erasmus University, Rotterdam
United Kingdom	LSE, London School of Economics & Political Science

(\*): Associate Academic Members

#### CEMS Corporate Partners

A. T. Kearney	Henkel	Ringier AG
ABB	Hydro	Schindler Corporation
Adidas AG	Indesit Company SPA	Shell
AstraZeneca PLC	ING Group	Siemens AG
BCP	JPMorgan	Skoda-Auto AS
BNP Paribas	Kone	Société Générale
BP	KPMG	Statkraft AS
Canal+	L'Oréal	Statoilhydro
CEMEX	LVMH	Stora Enso
Crédit Agricole SA	McKinsey & Company	Swiss Re
Credit Suisse	MOL Group	Télé2
Deloitte Touche Tohmatsu	Nestlé	The Boston Consulting Group
Deutsche Bank	Nokia Corporation	Thomson Reuters
EADS	Novo Nordisk	UBS
EDP	Oesterreichische Nationalbank	Unibail-Rodamco
Elcoteq SE	OMV Aktiengesellschaft	UniCredit Group
Eni International Resources Ltd.	PricewaterhouseCoopers	Vestas Wind Systems A/S
Fidelity International	Procter & Gamble	Whirlpool
Fortis	Randstad Holding	Wolseley plc
Haniel Group	Reckitt Benckiser	Zurich Financial Services