



Educating **entrepreneurs** for the world

BECOMING A PARTNER OF EMLYON IN ASIA

With Asia becoming an ever increasing economic, financial and cultural centre, EMLYON's mission of "Educating entrepreneurs for the world" requires us to prepare our students and participants to face Asia's business realities.

Furthering EMLYON's current actions in China, the settlement of an Asian campus in Shanghai supports the development of a whole range of programmes, aimed at graduate students to executive participants.

Current activities of EMLYON in China

➤ Master programmes

- *Master in Business Administration, Guangzhou.* A part-time Master focused on International Business, taught in French, with 35 participants per year. Running since 1998, it was awarded the "Best Foreign Degree for South China" in 2004.
- *Master of Business Administration, Shanghai.* A consortium of Higher Education institutions from Shanghai municipality and Rhône-Alpes Region jointly run this MBA which welcomes 40 Chinese participants per year.

➤ Executive Education Programmes

- *China-Europe AMP Programme.* Held in Europe and China, this programme is devoted to Asian Executives of European companies.
- *Seminars for European executives* on "Doing Business in China."
- *Conferences and networking events for local executives* organised monthly by EMLYON China Club.
- *Tailor-made programmes*

➤ Selection of Chinese students to study on EMLYON campus

- Bachelor, Master and MBA students

➤ **Academic partnerships**

- *Fudan University*, Shanghai: Joint Master in Corporate Finance
- *Zhejiang University*, Hangzhou: European Entrepreneurship research centre
- *Ceibs*, Shanghai: professors and students' exchanges
- *Shared campus with East China Normal University*

New activities of EMLYON in Asia

➤ **A campus in Shanghai**

Based in Shanghai downtown from September 2007, with direct access to domestic and international airports, EMLYON Asia campus will offer renovated facilities, a preserved learning environment and specific facilities to accommodate training programmes for Graduate students and Executive participants.

➤ **“Entrepreneurs for Asia”**, a 4-month programme for graduate students

Running from Spring 2008, this programme will prepare next generations of managers and leaders to work within an Asian environment.

- Students will originate from Europe, China and Asia, and will follow a set of courses and activities with international professors coming from Western and Asian countries.
- Companies will be able to participate in students' teaching, coaching and learning process through team assignments (in-company projects), conferences and internships proposals

➤ **“Leaders for Asia”**, new executive education programmes

Building on its existing China-Europe AMP programme, and creating new with its local partner, EMLYON will:

- Develop specialised MBA programmes;
- Propose short-term programmes dealing with China and Asia business/management issues

➤ **“Knowledge for Asia”**, research and case development

EMLYON will send professors from all over the world and from Asia in its programmes. They will develop case studies with companies, and create the knowledge to tackle Asia's specific business and management issues.

YOUR CONTACT

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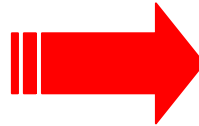
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INTERESTED IN BECOMING A PARTNER? HERE IS HOW:

PARTICIPATE IN Entrepreneurs for Asia programme

- Send experts to teach in the programme
- Host group of students for “in-company project”
- Organise **company visits**
- Advise students on their career development plan
- Propose **internships** and **jobs** in Asia



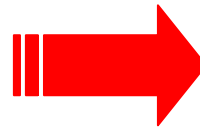
**Expose
your brand towards
Asia’s future high potentials**

**Identify and select
future managers**

**Adapt the training
content according to your needs**

PARTICIPATE IN Leaders for Asia

- Send leaders to intervene in round-tables organised by EMLYON
- Participate in the China-Europe AMP **steering committee**
- Organize company visits for international executives



**Become a Corporate member
of EMLYON China Club**

**Get access to
EMLYON Asia Campus
to organize meetings**

PARTICIPATE IN Knowledge for Asia

- Host** a professor in your company for research, case development or interviews
- Participate** in thematic conferences organised by professors



**Develop specific cases
within your company**

**Stay updated on
the latest management
and business issues**

BECOME A EMLYON ASIA PARTNER

- Finance scholarships, research chairs and building renovation through EMLYON’s Foundation