



ESSEC Business School inaugurates its ESSEC Africa-Atlantic campus

Cergy, April, 21 2017 – True to the pioneering spirit that it has embodied since its creation, ESSEC Business School continues its international development, as detailed in the ESSEC 3I strategic plan, by establishing a campus in Morocco. Inaugurated today, the new ESSEC Africa-Atlantic campus, located in Rabat, will open its doors to students from the Global BBA and MSc in Management programs as well as executive education participants as of September 2017. The programs are intended for those who wish to take advantage of the many opportunities available on the African continent.

After establishing a campus in Singapore in 2005, ESSEC chose Morocco, a rapidly developing nation, as its next point of expansion: the city represents a hub from which ESSEC can connect with the African continent.

"Our new campus demonstrates ESSEC's ambition – as outlined in the ESSEC 3I strategic plan – to become a multipolar institution with establishments on all continents. Following the Asia Pacific campus, ESSEC now turns to Africa to develop its international presence. Africa is, and will continue to be, a major center of global growth. Our presence will enable us to further develop in West Africa and on the continent as a whole, be it through the recruitment of African students, collaboration with the best universities and institutions or through the expansion of our executive education programs." explains Jean-Michel Blanquer, Dean and President of ESSEC.

ESSEC's ambition is to ensure that its students and executive education participants have an excellent academic experience and that they are exposed to the changing world around them, particularly in regards to Africa, Europe and Asia.

ESSEC Africa-Atlantic campus: training Africa's leaders of tomorrow

The new 6,000m² campus is located on the *Plage des Nations* site in Sidi Bouknadel in the heart of the Rabat-Salé-Kenitra neighborhood. The brand new facility will be home to a number of ESSEC's academic activities including bachelor's and master's level programs; executive education courses; the development of a business incubator; and various research activities. The school will work in partnership with Ecole Centrale in Casablanca and some of the most prestigious Moroccan academic institutions such as the International University of Rabat.

"This modern campus is fully in line with the Moroccan government's economic development strategy for the Casablanca-Rabat-Kenitra region, which is set to become the country's economic center in the next decade. The campus is home to state-of-the-art technology that will foster educational innovation as well as encourage collaborative work among students." reveals Thierry Sibieude, Director of the ESSEC Africa-Atlantic campus.

Internationally oriented academic programs

The Global BBA: A truly international experience

As of September 2016, students of the Global BBA program have been able to complete their first year of study in Morocco. In addition to the other international opportunities available during the program (i.e.

one semester completed on the Cergy or Singapore campus; a 6-month internship in France or abroad; a 6-month international exchange), students must also participate in a capstone seminar on the ESSEC Africa-Atlantic campus or must do an internship in Africa. Students who begin the program on the ESSEC Africa-Atlantic campus follow the same curriculum as their classmates in France or Singapore; however, some courses will be adapted to the local context. The recruitment process for international students is the same as that used on the Cergy and Singapore campuses.

Executive Education programs for managers in Africa

ESSEC Africa-Atlantic is also developing an executive education program for managers who wish to improve their skills and give their careers a boost.

Launched in September 2016:

- An Executive Master in Urban, Territorial and Real Estate Management in partnership with the International University of Rabat
- A Master in Operational Excellence and Change Management in partnership with École Centrale Casablanca

Coming soon:

- Executive education programs for senior executives
- A training program for higher education professors in Africa about entrepreneurship, building on ESSEC's know-how in MOOCs

The Business and Operations in Africa program

The ESSEC Africa-Atlantic campus will also host the Business and Operations in Africa program, which provides MSc in Management students a semester of immersion in Africa. Students take a course which focuses on the major development challenges as well as the numerous opportunities available in Africa. The course focuses on entrepreneurship and innovation and includes an academic term and an immersion term working on a business project.

An environment that promotes entrepreneurship

Based on its expertise in the field of entrepreneurship, ESSEC intends to engage with African entrepreneurs and share the know-how that it has developed through a comprehensive ecosystem composed of courses, incubators and the creation of start-up funds. Additionally, ESSEC plans to develop a Social Entrepreneurship Chair with the aim of creating an incubator with public, institutional and private partners to encourage and support entrepreneurship and the scale-up of companies. ESSEC Africa-Atlantic will also work to create and develop local entrepreneurial ecosystems. This network will gradually be developed across different African countries and will be the culmination of the actions carried out with the entrepreneurs and the professors.

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About ESSEC Business School

ESSEC, founded in 1907, is one of the world's top management schools. With 5,330 students; a faculty comprised of 158 full-time professors, 19 of which are emeritus professors, in France and Singapore, recognized for both the quality and influence of their research; a wide range of management training programs; partnerships with the world's best universities; and a network of 47,000 alumni, ESSEC continues to foster a tradition of academic excellence and a spirit of openness in the fields of economics, social sciences and innovation. In 2005, ESSEC opened a campus in Asia. ESSEC's operations in Asia Pacific, strategically located in Singapore, present the perfect foothold for ESSEC to be part of the vibrant growth of Asia and to bring its expertise to the expanding region. Additionally, in 2017 ESSEC opened a new campus in Rabat, Morocco. ESSEC's international expansion allows students and professors to study and understand the economic forces at work in the different regions of the world. For any additional information, please visit www.essec.edu or www.essec.edu/asia.