

for immediate release

HEC Paris presents case studies on Al Shaqab and Coastal

Doha, Qatar – January 27, 2015: HEC Paris School of Management, ranked number one in Executive Education by the Financial Times in 2014, presented two new case studies on Al Shaqab, a luxurious equine breeding and showing facility, and Coastal, a leading Doha-based company engaged in construction, trading, steel fabrication, equipment hire and support services. The business cases were presented in workshops organized by HEC Paris, bringing to the fore local examples from the business community.

The presentation on Al Shaqab was an interactive session with Dr. Anne Michaut, Marketing Professor at HEC Paris and an expert in Luxury Strategies, who wrote the case with Veronique Nguyen, Strategy Professor at HEC Paris. The presentation was conducted by Professor Michaut in the presence of Mr. Fahad Al Qahtani, Al Shaqab Executive Director & QF Group Executive Director, Administration.

The second presentation also involved an interactive session conducted by HEC Paris Professor Dr. Joseph Nehme and, Dr. Laoucine Kerbach, Dean and CEO of HEC Paris in Qatar and Professor in Operations Management. The case study, which is about Coastal's unique project and total quality management strategies, was tested on graduates from the Executive MBA and Strategic Business Unit Management programs of HEC Paris. Dr. Nehme's presentation highlighted Coastal's unique project management approach, efficient supply chain and total quality management strategies. The presentation was then followed by group discussions during which Dr. Nehme guided the audience through Total Quality Management (TQM) and Project Management (PM) principles based on best practices.

"These locally developed case studies enable us to provide up-to-date academic content about the fast-paced developments happening across various business sectors," said Prof. Laoucine Kerbach,

Dean & CEO of HEC Paris in Qatar. “It also allows us to analyze scenarios and strategies as applied and implemented by actual companies in Qatar.”

During the discussion on Al Shaqab, Dr. Michaut focused on Al Shaqab’s unique approach. According to Dr. Michaut, Al Shaqab had to move from the initial development stage to becoming a fully-fledged business in the equine industry and beyond. The case study workshop also aimed at assessing the unique assets developed at Al Shaqab and proposed to creatively think about potential revenue streams. The presentation also emphasized the very exclusive approach that Al Shaqab had adopted in the equine industry by making a parallel with other well-known luxury strategies, mainly in fashion.

Since 2012, HEC Paris has developed 11 new business cases in collaboration with the local executive community, funded generously by Her Highness Sheikha Moza Bint Nasser, Chairperson of Qatar Foundation for Education, Science and Community Development (QF). The business cases are developed to link theory to practice and serve as examples during executive education degree programs. These materials will also increase the visibility of Qatar’s booming economy in global management education.

Professors Nehme and Kerbach wrote the business case study on Coastal Group of Companies in collaboration with Nishad Azeem, Founder and CEO of the Coastal Group of Companies and HEC Paris alumnus of EMBA 2013. The 11 business cases funded by HH Sheikha Moza are developed in collaboration with the local business community including Salam International, Qatari Diar (QDVC), Ooredoo and Abu Issa Holding, and are expected to be collectively published in 2015.

HEC Paris intends to organize more case study workshops throughout the year with new business cases and will also host the European Foundation for Management Development Conference MENA in April.

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Notes to Editors

HEC Paris

A leader in Europe, HEC Paris specializes in management education and research. Founded in 1881, HEC Paris offers a full, unique range of courses to the leaders of tomorrow, including: Masters Degrees, MBA, PhD, Executive MBA and TRIUM Global Executive MBA. In June 2010, HEC Paris joined Qatar Foundation and brought world-class Executive Education programs and research activity to Doha and the region. By February 2011, HEC Paris launched Qatar's first international EMBA. The HEC Executive MBA (EMBA) is a part-time program which provides executives with a set of fundamental skills to expand their knowledge and leadership capabilities. In addition to the EMBA, HEC Paris provides in Qatar a Specialized Master Degree in Strategic Business Unit Management. The institution also offers non-degree management programs for executives, in the form of open enrolment programs as well as custom-designed programs for individual companies. The programs and research activities of HEC Paris in Qatar build corporate competitiveness within the global economy and are fully aligned with Qatar National Vision 2030 to support the transformation of Qatar into an advanced, competitive and knowledge-based economy. HEC Paris was ranked number one in the world for Executive Education in 2014 by the influential UK-based Financial Times media group.

<http://www.exed.hec.edu/hec-qatar>

Qatar Foundation

Qatar Foundation for Education, Science and Community Development is a private, non-profit organization that serves the people of Qatar by supporting and operating programs in three core mission areas: education, science and research, and community development. The Foundation strives to nurture the future leaders of Qatar. By example and by sharing its experience, the Foundation also contributes to human development nationally, regionally, and internationally. In all of its activities, the Foundation promotes a culture of excellence in Qatar and furthers its role in supporting an innovative and open society that aspires to develop sustainable human capacity, social, and economic prosperity for a knowledge-based economy.

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