

*for immediate release*

## **HEC Paris runs a Strategy & Innovation Program titled “The Columbus Labs Workshop” for Ooredoo**

**Doha, Qatar – June 15, 2014:** HEC Paris– the region’s leader for Executive Education – recently completed a Custom Program with employees of the Qatari telecoms and ICT service provider Ooredoo.

The ‘Columbus Labs Workshop’ program took place on 25 and 26 of May 2014 at HEC Paris’ premises in the heart of Doha’s business district, under the headline ‘*Explore, Experiment and Enable Strategic Innovation*’.

This Custom Program was offered to participants who completed the successful Value Leader Program delivered by HEC Paris in Doha from 2011 to 2013. The Columbus Labs Workshop has been designed to build on management skills acquired through the Value Leader Programs, and take strategy and innovation to the next level. The format of the workshop consisted of a combination of lectures, group work and presentations.

The overall purpose of the program was to improve the systematic exploration and generation of innovative strategic options. The Columbus Workshop is an experiential learning device in an entertaining atmosphere. It combines academic content with practical tools, which can very easily be transferred to the working environment.

The workshop empowered the participants to identify and discuss how they can enable innovation individually, at their immediate team level, and at the organizational level.

The program was delivered by Hélène Musikas, an affiliate professor at HEC Paris and Academic Coordinator of the EMBA Modular programs. She teaches in the field of Strategy.

Professor Laoucine Kerbache, Chief Executive Officer and Academic Dean of HEC Paris in Qatar, commented: “The fact that the participants in the Columbus program have previously worked with HEC Paris on the Value Leader program is good for both parties. The nature of the two-day custom program enables rapid learning and information transfer and I think this is proof of quality of the delivering faculty, as well as the enthusiasm and willingness to learn of the participants themselves.”

The influential UK-based Financial Times media group has ranked HEC Paris as number one in the world for Executive Education in 2014.

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Media inquiries:

Salwa Ghorayeb

Account Manager, Action Qatar

Tel: 00974 44361499

Email: [salwa.g@actionprgroup.com](mailto:salwa.g@actionprgroup.com)

**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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