



## **HEC Paris In Qatar Specialized Master Participants Attend Study Trip In Europe**

**Doha, Qatar – July 24, 2016:** HEC Paris, one of the world’s top three providers of Executive Education programs, hosted a group of participants from HEC Paris in Qatar during a study trip to Europe.

Eight participants of the Strategic Business Unit Management (SBUM) class of 2017 joined the trip to France and Germany, with the purpose to further develop their understanding of the international business culture and environment.

During the 10 day excursion, which took place between July 10-19, the group first visited the main campus of HEC Paris where they met with MBA participants and well-respected professors before a tour of the historical building in which the academic institution is located.

“Visiting our main campus in Paris provides any group of our Qatar participants with an international experience and further networking with their peers as well as gaining valuable information about HEC Paris” Laoucine Kerbache, Dean & CEO, HEC Paris in Qatar, said.

“I welcome this independent initiative by a small group of SBUM participants and I would like to thank Salam International for their assistance in making it happen.”

The second part of the trip took place in Germany in Stuttgart, Ingolstadt and Munich, where participants visited world-class automobile plants BMW, Audi, Porsche and Mercedes.

The mission for this trip was to understand the overall business strategy of the companies while linking it to their curriculum and obtaining a new perspective on how corporate goals are set and executed. It also aimed to provide a better understanding on how different departments from manufacturing to front-line sales implement and drive organizational strategy.

Participants were able to gain insight from the various companies they met on how to balance between procuring, manufacturing and cost considerations and the key measure driving the decision process on a global economy. They also learned how companies adapt to changing trends in the automotive industry such as automation, electrical vehicles and volatility in oil prices.

“Study trips provide our participants with a range of different cultural and community perspectives that help to reinforce what they are learning on campus. By attending such trips, participants are able to gain first-hand experience of the business world, as well as speak with those in the profession about their own experiences,” Nora Kerbache, Director of Institutional and Alumni Relations, Middle East, noted.

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**Notes to Editors**

**HEC Paris**

Specializing in management education and research, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters programs, Summer School, MBA, PhD, Executive MBA, TRIUM Global Executive MBA, open-enrolment and custom executive education programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris is a founding member of the Université Paris-Saclay. It boasts a faculty of 138 full-time professors, more than 4,400 students and over 8,000 managers and executives in training each year.

In 2010, HEC Paris joined Qatar Foundation and brought world-class Executive Education programs and research activity to Doha and the region. By 2011, HEC Paris launched Qatar’s first international EMBA. The HEC Executive MBA (EMBA) is a part-time program that 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’s 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. It has also recently introduced bespoke executive management programs for Family Owned Businesses (FOB) that are designed to meet the specific and individual needs of each client and are aimed at key decision makers, from Board level to middle management. 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. Accordingly, HEC Paris has opened a Research Office that has resulted in a number of case studies and innovative articles being published in renowned academic journals and presented at international conferences. HEC Paris is one of the world’s top 3 providers of Executive Education programs for the last 7 years. <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. <http://www.qf.org.qa/>