

*for immediate release*

## **HEC Paris welcomes EMBA and Specialized Master Class of 2015 in Qatar**

**Doha, Qatar – 17 February, 2014:** HEC Paris School of Management held two orientation and launch events to usher in the new participants belonging to the Class of 2015 of its Specialized Master Degree in Strategic Business Unit Management and EMBA program.

Held on 13 and 15 February 2014 respectively, both events were conducted at Tornado Tower, the new executive campus of HEC Paris in Qatar, and included a thorough orientation to the programs and a lunch at La Varenne. Following the orientation, a launch event with cocktail dinner was held in the evening also at the Tornado Tower where the Class of 2015 met and networked with the school's distinguished alumni and HEC Paris officials from Qatar and France.

At the orientation and launch event held on 13 February 2014 for new participants of the Class of 2015 of the Specialized Master Degree in Strategic Business Unit Management, officials visiting from Paris included Karine Le Joly, Director of Innovation and Academic Coordination and Barbara Miller, Program Head for Qatar. Guest speakers at the launch ceremony were Provost of Hamad bin Khalifa University and Guillaume Jacquemart, Class Representative of Class of 2014, Specialized Master Degree in Strategic Business Unit Management.

On the other hand, at the orientation and launch event held on 15 February 2014 for new participants of the Class of 2015 of HEC Paris EMBA program, both Le Joly and Miller were again present, along with Matthew Gibb, Director of Executive MBA, HEC Paris and Dr. David Prior, Executive Vice President, HEC Paris. Guest speakers at the evening launch ceremony were a His Excellency Jean-Christophe Peaucelle, the French Ambassador to Qatar and Nasser Al Ansari, representative of HEC Paris EMBA Class of 2013.

The first module – Understanding the Business Environment – for the Specialized Master Degree in Strategic Business Unit Management starts on 1 March 2014. Meanwhile, the module on Leadership for the EMBA program, which commenced on 16 February 2014, had Lily Kelly and Sandy Shullman as Faculty guests, with Omar Drissi, Managing Director of OCP GROUP, as guest speaker.

“We are proud to welcome to the HEC Paris community all the new participants of Class of 2015 enrolled in the Specialized Master Degree in Strategic Business Unit Management as well as those enrolled in the global EMBA,” said Professor Laoucine Kerbache, Chief Executive Officer and Academic Dean of HEC Paris in Qatar. “Indeed, through such events, we celebrate the continued growth and expansion of the HEC Paris community”.

“More importantly, these events offer to our new participants the opportunity to familiarize themselves with their respective programs, to get to know their fellow participants before they formally begin their programs, and to meet some of our HEC Paris alumni who graduated from the same programs in Doha” he added. “These moments are important as we see that our programs are directly contributing to the development of high level business executives.”

The HEC Paris Executive MBA offers senior managers and executives a practical and intense program, designed to provide an understanding of the social, economic and environmental aspects of international business. It has also been distinctly positioned to enable transformation of vision into action by specially focusing on strategy and leadership in a global business environment.

On the other hand, the Specialized Master Degree in Strategic Business Unit Management is aimed at enhancing the managerial skills and capabilities of high-potential professionals enabling them to innovate, detect new opportunities and implement high-performance processes.

Specifically targeted for professionals who are responsible for a business unit or profit center within a company, or who are likely to occupy this type of position in the near future, the content and teaching methods employed in this program were drawn from the experience and expertise of the world-renowned faculty of HEC Paris.

HEC Paris was ranked number one in the world for Executive Education in 2013 by the influential UK-based Financial Times media group.

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**Notes to Editors**

**HEC Paris in Qatar**

HEC Paris joined Qatar Foundation in June 2010, bringing world-class Executive Education programs and research activity to Doha and the region. Qatar's first international EMBA was launched by HEC Paris in February 2011. 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 2013 by the influential UK-based Financial Times media group.

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

**HEC Paris**

A leader in Europe, HEC Paris specializes in management education and research. HEC Paris offers a full, unique range of courses to the leaders of tomorrow: Masters Degrees, MBA, PhD, Executive MBA and Trium Global Executive MBA. Founded in 1881, HEC Paris has a permanent faculty of 109 professors, 4000 students on its campus (40% of whom are foreign) and over 8500 managers and executives trained in executive education programs each year. HEC Paris was ranked number one in the world for Executive Education in 2013 by the influential UK-based Financial Times media group. <http://www.exed.hec.edu/>

**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/>