

for immediate release

HEC Paris trains the 'Current and Future Executive Leaders' of Qatar Leadership Centre

Doha, Qatar – 26 January, 2014: HEC Paris, the leading global business school, has conducted a custom-designed program in Qatar in the form of a Business Simulation Workshop for the Qatar Leadership Centre (QLC). QLC provides customized professional training in order to develop Qatari leadership potential.

Involving participants comprising senior managers from diverse government institutions and businesses, the Business Simulation module of the 'Current & Future Executive Leaders Program' was held from 15 to 17 December 2013 at the Qatar National Convention Centre in Doha.

The Business Simulation Workshop was developed by HEC Paris and implemented by Professors Alain Roux and Corey Phelps. It required all participants to undergo a series of decision-making rounds using NegoSim – a computer-assisted business simulation – as a guiding thread.

Over a period of three days, participants were required to manage their own company according to a new strategy. During decision-taking sessions professors also supported the different groups by stimulating the group thinking and answering questions.

The objectives of the custom program involved excellence in day-to-day operations, value creation, partnership, and group work in three fields modern managers have to master: strategy, finance and leadership.

Overall, the main objective of the exchanges between action and knowledge was to help participants adopt a broad view of management and to migrate from excellence in day-to-day management to a leader's perspective.

“This custom program provided a unique learning opportunity for participants to address challenges and experience the many paradoxes modern leaders have to live with,” said Professor Laoucine Kerbache, Chief Executive Officer and Academic Dean of HEC Paris in Qatar. “By managing a firm in a competitive and global environment under a value-creating framework, the custom program enabled participants to practice decision-making and develop their business skills.”

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

– ends –

Media inquiries:

Salwa Ghorayeb

Account Manager, Action Qatar

Tel: 00974 44361499

Email: salwa.g@actionprgroup.com

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/>

Qatar Leadership Centre (QLC)

Qatar Leadership Centre's (QLC) mandate is to promote the long term sustainable development of Qatar by developing Qatari leadership potential. Currently QLC offers three programs for Qatari participants, many at senior management levels from, diverse government institutions and businesses: the Rising Leaders program, for participants ages 25 to 35; the Executive Leaders program for participants ages 36 to 46; and the Government Leaders program for government professionals ages 25 to 40. All three programs combine theoretical and practical instruction from prominent regional and international education partners and from experts and leaders in industries such as oil and gas, government, healthcare and communications technology. <http://www qlc.org.qa/>