ESCP Europe tackles Europe's new challenges and opportunities in Brussels, April 2017

This year's European Business Environment Seminar of the Executive MBA at multi-campus business school, ESCP Europe, may turn out to be the most challenging and ground-breaking in the programme's history, according to the School's Dean, Frank Bournois.

The 2017 seminar, which takes place at the heart of Europe in Brussels from 18th to 20th April, will bring together external speakers, many of the School's top academics and programme participants from more than 30 countries to look at how cross-border businesses can work most effectively in the era of Brexit, the Trump presidency, and unpredictable elections across the continent.

"It's no coincidence that one of the key electives in the Executive MBA is 'Managing Uncertainty', because we face what is possibly the most uncertain future of modern times," says Frank Bournois.

"Many of what have been seen as fixed points in recent years, such as the cohesion of the European Union and our relationships with both the US and Russia, are now in doubt. However, Europe is still - and will remain - one of the most important trading blocs on the planet, and it's consequently vital that we help our EMBA participants shape strategies that will embrace this and grasp the opportunities the coming years will offer. We should also not forget the lessons learned here in Europe are going to be invaluable in any other commercial and cultural hot-houses around the world. As one of our people recently said to me, 'If you can succeed here, you can succeed anywhere.'"

The European Business Environment Seminar is part of a series of five dedicated seminars embedded in ESCP Europe's Executive MBA. The next offers a choice of locations in Brazil, China or India in October 2017.

About ESCP Europe

Established in 1819, ESCP Europe has educated generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's true European identity enables the provision of a unique style of cross-cultural business education and a global perspective on international management issues. ESCP Europe welcomes 4,600 students and 5,000 executives from 100 different nations every year, offering them a wide range of general management and specialized programmes (Bachelor, Masters, MBA, Executive MBA, PhD and Executive Education). ESCP Europe is among the 1% of business schools worldwide to be triple-accredited (AACSB, AMBA, EQUIS).

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