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PRESS RELEASE

Open2Europe appointed as new public relations agency of ESCP Business School

Global communications agency Open2Europe has been appointed as PR agency for [ESCP Business School](#) to drive PR activity across ESCP's European markets, including the United Kingdom.

ESCP selected a public relations agency in line with the School's European model and vision to inspire and educate business leaders who will impact the world.

Established over 200 years ago by entrepreneurs, ESCP continues to enhance creative and critical thinking by encouraging curiosity, boldness and ambition through multicultural experience at its six European campuses in Berlin, London, Madrid, Paris, Turin and Warsaw.

Each year, ESCP welcomes 9,000+ students and 5,000 managers from 130 different nationalities to its multi-campus business training programmes: [Bachelor](#), [Master in Management](#) and [Specialised Masters](#), [MBA](#), [Executive MBA](#), [PhD](#) and [Executive Education](#).

In 2022, ESCP Business School ranked [3rd among the top 95 European institutions](#) in the Financial Times annual 'European Business Schools' ranking, reaffirming its position among the most prestigious business schools in Europe.

Dimitri Champollion, ESCP's Director of Communications and Brand, said: "We chose to work with Open2Europe for its multicultural mindset, which directly aligns with our own brand vision, and for the efficiency of its business model. With Open2Europe representing ESCP in the UK, France and beyond, we are able to ensure continuity and develop a bespoke PR strategy to increase the visibility of ESCP across our European campuses".

Open2Europe's mission to promote ESCP includes positioning the school's London Campus and its Dean, [Prof. Kamran Razmdoost](#) in the UK media landscape. The PR agency will be able to rely on a wide range of industry experts and research faculty, specialised in Economics, Finance, Creativity Marketing, Energy Transition, Digital Transformation and Leadership, and Sustainability.

The PR agency will also be in touch with the School's strong alumni community that has been for years actively contributing to the UK's economy through their own enterprises or by working for international organisations there. ESCP London Campus provides various opportunities for its students to learn from the experts in their chosen field, focus on advanced research case studies and continue to learn between one and three foreign languages. All this at the heart of the European

information and tech hub, with its diversity and inclusive approach to business. Whether envisioning an international career in the financial sector or striving to work for a major luxury brand or technology company, ESCP London Campus is an excellent launchpad.

ABOUT OPEN2EUROPE

Open2Europe is a French-based global communications agency structured around three key areas of expertise in Europe: Media Relations, Influencer and Digital Marketing. Founded in 2000, it has remained completely independent and preserved its French DNA in the European landscape. The group is also present worldwide via its three subsidiaries: Open2America, Open2China and Open2Africa.

Website: <https://open2europe.com/>
LinkedIn: [@Open2Europe](https://www.linkedin.com/company/open2europe)

ABOUT ESCP BUSINESS SCHOOL

ESCP Business School was founded in 1819. The school has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way. This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 9,000+ students and 5,000 managers from 130 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

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