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PRESS RELEASE

CARTIER JOINS FORCES WITH ESCP TO SPONSOR THE 2021 PROMOTION OF THE MBA IN INTERNATIONAL MANAGEMENT.

Within the framework of the MBA in International Management, ESCP Business School and Cartier are joining forces to offer young professionals a unique learning experience.

The programme will be the place to **develop transversal projects** through case studies linked to the activity of the Maison Cartier and will thus contribute to the school's teaching and research policy, in a context of strong managerial, environmental and technological transformation. The partnership between ESCP and the Maison Cartier will also allow students of the programme to immerse themselves in the life of the Maison, through site visits as well as experience-sharing sessions and career workshops with Cartier employees. The Maison Cartier will also be present at ESCP Business School recruitment forums.

The MBA in International Management offers a 10-month full-time programme, taking place on the students' choice of two of ESCP's six European campuses. To sponsor the 2021 class of the MBA in International Management, ESCP has chosen Cartier, a firm with which the school shares the same respect for the values of high standards, open-mindedness and curiosity about the world around them.

"*We are delighted with this collaboration, which reinforces the creative diversity of our two institutions around common values of excellence, curiosity and openness,*" **says Léon Laulusa**, Executive Vice-President, Dean for Academic and International Affairs.

"*We are delighted to work with ESCP, with whom we share common values and a common vision. We hope to give young professionals undertaking the MBA access to a rich and quality network, by sharing with them the universe of our House,*" **explains Arnaud Carrez**, Marketing and Communication Director of Cartier International, and ESCP alumnus (1997).

"This partnership is an excellent opportunity for our firm and our employees to collaborate with ESCP professors on pedagogical activities and research projects related to our business, and to contribute, at our level, to the preparation of these young professionals for tomorrow's society."

Contacts

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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 7100 students and 5000 managers from 120 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.

About Cartier

A reference in the world of luxury, Cartier, whose name is synonymous with open-mindedness and curiosity, stands out with its creations and reveals beauty wherever it may be found.
Jewellery, fine jewellery, watchmaking and fragrances, leather goods and accessories: Cartier's creations symbolize the convergence between exceptional craftsmanship and a timeless signature. Today, the Maison has a worldwide presence through its 265 boutiques.

Website: www.escp.eu / www.cartier.com

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