

## Press Release

### Business School Lausanne Celebrates 25-Year Anniversary

Lausanne, Switzerland, 24 September 2012 – Business School Lausanne, leading innovator in business education, marks 25 years of providing quality business education to students from around the world. Since its foundation and first MBA intake in 1987, the school has been committed to its entrepreneurial spirit and practical approach to business studies.

BSL hosted a 25<sup>th</sup> anniversary ceremony for over 400 guests on 22 September 2012, at the Beau-Rivage Palace Hotel in Lausanne. The celebration brought together alumni, students, faculty and staff, as well as key dignitaries.

#### Leadership forum on management education

The event started with a Leadership forum on *“The future of management education”*, hosted by Dr. Katrin Muff, Dean of BSL. The forum panelists **Aileen Ionescu-Somers**, Director Corporate Sustainability Management Platform at IMD, **Jean-Paul Paddack**, International Business Development Director at WWF International, **Mark Drewell**, Chief Executive at GRLI, and **Prof. Dr. Thomas Dyllick**, Director IWÖ at University of St. Gallen, discussed perspectives on the role of business schools today and its evolution in the future.

#### Partnership with the Kofi Annan Business School Foundation

True to its dedication to responsible leadership, BSL announced its new appointment as part of the Kofi Annan Business School Foundation – a network of leading European Business Schools that provide practice-oriented study programmes to talented and motivated students from developing countries. BSL is honoured to be appointed the exclusive academic partner of the foundation in Switzerland, filling the quota of one school per country. BSL will provide Kofi Annan Fellows with superior business education free of charge through its full-time Master's and MBA degree programs.

The Kofi Annan Business Schools Foundation was established in 2007 with the support of former United Nations Secretary General Kofi Annan. It is a joint initiative of the Public Advice International Foundation (PA International), Vlerick Leuven Gent Management School (Vlerick) and Hogeschool Utrecht University of Applied Sciences (HU).

#### Jean-Caude Biver, Board Chairman at Hublot, was awarded an honorary degree from BSL

Mr. Jean-Caude Biver, Chairman of the Board of Hublot, was awarded an honorary degree (Doctorate Honoris Causa) from BSL at the 25<sup>th</sup> anniversary ceremony. He is selected for the award in recognition of his exceptional contribution to the success of the Swiss watchmaking industry. In a commencement speech to the graduating students of BSL on Saturday, September 22, Mr. Biver shared his personal insight and advice about achieving professional success. During his impressive career, Mr. Biver was a CEO of Blancpain and a member of the board of directors of Swatch Group. He was the first to introduce a luxury brand in the world of football, providing Hublot with an international exposure as the Official Timekeeper of FIFA. He is also behind the distinction of Hublot as Timekeeper of Formula One.

#### Celebrating 25 years of impact through business education

As part of the ceremony, BSL hosted an Alumni Hall of Fame session, awarding BSL alumni for their contributions to entrepreneurship, innovation, sustainability, and community development.

In the spirit of its 25<sup>th</sup> anniversary, the school also distinguished 25 alumni who have achieved considerable success in their careers while living the BSL values. A special booklet profiling the success stories of the alumni was distributed.

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**About Business School Lausanne**

Business School Lausanne is a leading innovator in business education and ranks 3<sup>rd</sup> in Switzerland (QS 2010-11 Top 200 Global Business Schools). The school's ACBSP accredited degree programs include BBA and Specialized Masters, full-time modular MBA, Executive MBA and DBA programs. BSL also provides Executive Training in Sustainable Business, General Management and Corporate Finance (with CFA) for qualified working professionals. BSL takes a pragmatic approach to learning by applying theory to practice and is backed by a multidisciplinary faculty of business professionals. BSL attracts students from around the world, creating a multicultural environment of more than 40 nationalities. Established in 1987, BSL is the co-founder of the World Business School Council of Sustainable Business ([www.wbscsb.com](http://www.wbscsb.com)).

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