

ESSEC & Mannheim: the European Alternative

Today, two European leaders of higher education in management, ESSEC Business School, the well-reputed French *Grande Ecole*, and the University of Mannheim, the best management university in the German-speaking world, have decided to join their efforts in building an academic institution of global scope based in Europe.

At the international level currently, the top American universities are without rivals, thanks to their resources and reputations. Europe, because of its heterogeneous nature and its intellectual wealth, has many universities. These carry out cutting-edge research but the specific nature of Europe's academic traditions has not fostered the emergence of players who are strong enough to receive worldwide recognition.

The bet being waged by ESSEC and Mannheim is to create a key player for continental Europe, on the basis of a strong couple, each member of which is top-ranked in his home country. By developing innovative, high-quality projects, it will be able to offer training or research programs at the highest global level.

This alliance of leaders who are very complementary by the very nature of their know-how, cultures, zones of influence and international agreement networks forms the basis of a common desire to contribute to the construction and development of **a modern and competitive academic Europe**. Planned for the long-term, this close partnership can lead to the creation of a true, European business school that develops a single, identical activity for which national borders within Europe would only be secondary. But because university traditions and operations are strongly rooted in the home country and the granting of degrees is regulated by public bodies in order to guarantee quality, we expect considerable difficulties and obstacles to such a project.

Launched by visionary Europeans some 20 years ago, the Airbus consortium, today EADS, must have seemed just as utopian. Who could have foreseen that it would become number 1 in the world, ahead of Boeing?

Creating European university partners of world class level is a considerable sociopolitical challenge: the best American universities have per capita resources that are 5 to 10 times greater than European universities, and if we are not careful globalization will become uni-polar. The existence of higher education and research in management science in the social traditions of continental Europe, contributing to the continent's development, is part of the proposal of this model for all emerging countries. The latter would like to invent their own development model based on a plurality of experience, especially when it is based on ancient cultures, with large, dense populations.

It is to the construction of this multi-polar world that ESSEC and Mannheim want to contribute.

ESSEC & Mannheim – facts and figures

ESSEC Mannheim management programs represent:

- 7000 students
- 2000 graduates per year, 1500 of whom are on the Master's level or higher
- 220 permanent faculty engaged in teaching and research
- Over 5000 managers enrolled in lifelong learning programs each year
- A network of 35 000 Alumni

Franco-German Economic Relations – Facts and Figures

(Source: Ministry of Industry)

In 2002, Germany was France's top customer and its first supplier, receiving 14.5% of French exports and providing 17.2% of our imports. Franco-German trade reached 103.7 billion euros.

A very high level of investment flows:

- 14 B€ of French investments in Germany per year over the past three years (between 3rd and 4th place), generating several thousand jobs (nearly 4000 in 2001)
- Flows towards France have increased greatly since then. Germany was the fifth largest investor in France in 1999, the fourth in 2000 and the second in 2002. This rise reflects a rapid increase in flows (4.2 B€ in 2000, 7.4 B€ in 2001 and 11.2 B€ in 2002, according to Banque de France)
- All major French industrial and service firms are present in Germany (1400 companies), with the notable exception of the retail trade.

Major operations have given birth to Franco-German groups or divisions:

EADS, Aventis, Framatome, ANP, Allianz-AGF, EDF-ENBW

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