

## THE FIRMENICH SCHOLARSHIP

*As a leading player on the global market of perfume-flavour creation, Firmenich is happy to contribute to first class academic initiatives. Managing a luxury brand also requires a good knowledge of up-stream activities like design, communication, manufacturing... and why not perfume creation! Firmenich will thus award a scholarship to a dynamic, highly motivated applicant with international profile.*

### REQUIREMENTS AND ELIGIBILITY CRITERIA:

In order to be considered for the Firmenich Scholarship, candidates must :

- Demonstrate financial need. Candidates from countries offering government educational loans and grants and/or special student loans (US and EU Citizens for example) should prove that they are either partially or fully unable to tap into these resources to meet their financial needs.
- Submit an essay. This essay should be 500-600 words in length, typed, addressed to the Firmenich Scholarship Committee, and sent in a sealed envelope along with the completed MBA application form before the MBA application deadline. In this essay, the candidate should provide an example of a luxury brand (product, advertising or concept) that in his/her opinion really stood out in its market, explaining why and suggesting ideas to improve it and increase its impact even further.

The Firmenich scholarship recipient will be selected according to the following criteria :

- Motivation and dynamism
- Quality of professional project post MBA
- International and multicultural profile
- Exposure and/as motivation for the perfume industry

### TIMING:

Once all candidates have submitted their completed application and that the selected candidates have been interviewed by the Admissions Juries, the MBA Admissions Committee makes the final decision in June and selects the future MBA participants.

The files of those candidates **who have submitted the essay and demonstrated financial need** are then reviewed by the Firmenich Scholarship Committee. The recipient(s) is (are) notified at the end of August, and the formal notification is made during the Graduation Ceremony for the previous MBA class which is held in September.