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## Press release

### Creation of a European Business Confucius Institute at ESCP Europe

On 24 November 2017, on the occasion of the Franco-Chinese high-level dialogue on people to people exchanges session in Beijing, attended by Minister Jean-Yves Le Drian and Chinese Vice Premier Liu Yandong, Etienne Guyot, Chief Executive of the Paris Île-de-France Chamber of Commerce and Industry, signed an agreement on behalf of ESCP Europe with [Hanban](#), the Office of Chinese Language Council International, to establish the 12th Business Confucius Institute in the world.

Created in collaboration with [Beijing Foreign Studies University](#) (BFSU), and launched with the help and support of the Ministry of Europe and Foreign Affairs, the Confucius Institute of ESCP Europe is the first institute dedicated to business in Île-de-France.

This new model of Business Confucius Institute is aimed at students and all executives who wish to acquire Chinese skills and improve their knowledge of the business environment. To this end, language courses, conferences and training seminars on business practice and current China will be conducted by the best experts. The institute will be a place to promote Chinese language and culture, research work on Sino-European issues will be carried out. Study seminars named learning expedition will also be organized for executives of Chinese companies in France and Europe.

“It is essential for today's and tomorrow's leaders to better understand the finesse of Chinese culture and the multiple aspects of the 2nd largest economic power in the world. In addition to learning the language of business, our Confucius Institute will have a major role to play in strengthening relations between China and Europe” says Léon Laulusa, Dean for Academic Affairs and International Relations at ESCP Europe.

“For 20 years we have been working to promote economic dialogue and deepen mutual understanding between French and Chinese business leaders, notably through the Franco-Chinese Exchange Committee set up in 1997. We encourage our schools to take part in this process and are delighted that ESCP Europe is launching its Confucius Institute, the only one dedicated to business in Paris” adds Etienne Guyot.

This system will then be deployed on the school's five other campuses (London, Turin, Berlin, Madrid and Warsaw). ESCP Europe's presence in a large part of Europe encouraged the idea of setting up an economic observatory for French companies in China and Chinese companies in France and Europe. The Confucius Institute of ESCP Europe aims to become a true cultural, economic and diplomatic platform between France, Europe and China.

Frank Bournois, Dean of ESCP Europe, will travel to Xi' an in China in mid-December for the official opening ceremony of the Institute, whose first actions will start in early 2018.

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**ABOUT ESCP EUROPE**

Since it was founded in 1819, the ESCP Europe Business School has educated several generations of business leaders entrepreneurs. With its six urban campuses, in Berlin, London, Madrid, Paris, Turin and Warsaw, and its profoundly European identity, ESCP Europe runs intercultural management programmes inspired by a global outlook on international management matters. Every year, ESCP Europe takes in 4,000 students and 5,000 executives from 90 countries on a broad range of general and specialist management courses (Bachelor, Master, MBA, Executive MBA, PhD and continuing education).

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