



THE EUROPEAN INSTITUTE
OF PURCHASING MANAGEMENT



PRESS RELEASE

A new partnership in Purchasing Management unites Grenoble Ecole de Management and The European Institute of Purchasing Management (EIPM)

- Grenoble, the 4th of March 2005 - Grenoble Ecole de Management and The European Institute of Purchasing Management (EIPM), located at Archamps, within a short distance of Geneva, have signed a strategic partnership agreement which will permit them to share knowledge and develop joint academic activities in the domain of Purchasing and Supply Management. The strong corporate demand the institutions are facing for training programs, research, and national and international experts in Purchasing and Supply Management motivated this alliance. Additionally, the development objectives of the two institutions coincide very closely and this is one of the main reasons for the alliance as well

GRENOBLE ECOLE DE MANAGEMENT:

An international growth strategy of cooperation and alliances

Founded in 1984, Grenoble Ecole de Management is a French business school which is part of the less than 1% of business schools worldwide to have achieved triple accreditation from EQUIS, AACSB, AMBA. Proposing 20 different programs (French-language postgraduate Master's in Management Program, Mastères Spécialisés, MBA, degree-awarding executive education, DBA...), the School has over 2,500 students studying on 8 campuses stretching from France to China and more than 500 faculty and staff members.

Since its creation the School has developed an expertise in Management of Technology and Innovation. The quality and distinctness of the School's programs have allowed it to grow rapidly through an ambitious strategy of alliances with national and international leaders. This can be seen in action in the School's international network of training sites and academic partners generating undergraduate, post graduate and executive education programs as well as research projects (European cooperation programs for applied research, for example).

Supply Management: a key development axis for the School

An essential part of the Management of Technology, Supply Management is a realm of expertise which Grenoble has developed, thanks to its Mastère Spécialisé (taught in French) in Purchasing and Industrial Logistics. The program is piloted by Roger Perrotin, a professor at the School and author of several books of reference in the field. The program was created in 1998 with the aim of fostering better understanding of this field which is not only undergoing rapid evolution (due to the impact of globalisation, sustainable development policies, technological changes...) but also growing annually at a phenomenal rate (>50% growth in career openings during 2004). Purchasing Management is also an area in which The European Institute of Purchasing Management excels...

«Grenoble Ecole de Management is actively pursuing its policy of creating international alliances which allows it to reinforce its training activities, in France and abroad. By cooperating with institutions recognized as leaders in their field, as is the case for the EIPM in Purchasing Management, which share our values and development objectives, we are reinforcing the School's international prestige», explains Thierry Grange, Dean of Grenoble Ecole de Management.



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THE EUROPEAN INSTITUTE OF PURCHASING MANAGEMENT (EIPM):

Internationally renowned for executive education in Purchasing Management

Launched in 1990 by 9 European multinationals (Aérospatial, Alcatel, Bull, Péchiney, Philips, Renault, Cerestar, Herberts and Nokia) and part-financed by the European Union and local grants, the European Institute of Purchasing Management is located close to Geneva, at Archamps in France's Haute-Savoie department. The EIPM is recognized today as Europe's leading training and research centre for the development of Purchasing and Supply Management tools for top-level executives. Since its creation, the Institute has trained more than 10,000 executives from 27 different countries in 7 different languages. The Institute experienced growth of more than 40% in 2004 and has an annual turnover of more than 3 million euros.

To answer the needs of its international clients (Alcatel, Aventis, Alstom, BASF, SKF, Dupont, Novartis, Electrolux, Sanofi-Synthelabo, SNECMA, Pernod Ricard, Valéo, Bayer, Delphi, EADS, Electrolux, Roche, etc.), the EIPM has developed a global offer of degree-awarding executive education destined for high potential executives working in Purchasing Management. The Institute provides them with a range of programs, from their flagship MBA in Purchasing Management (the first European executive program specialising in this domain) to their CAPC (Certified Advanced Purchasing Course) and customized training programs. The EIPM also offers purchasing managers the possibility of benchmarking their activities, to exchange best-practices with their European counterparts and to participate in a variety of international conferences and seminars. Finally, partner companies of the Institute are invited to participate in research projects covering particular themes (creation of industry specific software, salary surveys, the role of purchasing management...).

Joining forces to increase the scope of their programs

In order to satisfy the criteria of the accrediting bodies that regulate international business education and to continue to capitalize on its international brand recognition, the EIPM decided to sign a partnership with a business school, ensuring its future development and accelerating the accreditation process for its MBA. *"On our own, we would have found it difficult to satisfy the criteria of EQUIS, for example, which requires the presence of a large number of researchers amongst the faculty. We intend to put into practice what we preach, concentrating on the areas we excel in; that is to say Purchasing and Supply Management, and externalising areas such as Management and Business Administration to a partner with the necessary expertise"*, explains Bernard Gracia, Director of the EIPM.

This unique partnership agreement aims at encouraging the development of joint activities, the first of which will be the launch in early 2005 of a European Research Centre for Supply Management.

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