



THE SOURCE FOR PURCHASING



PRESS RELEASE

PURCHASING EVENT :

**The EIPM welcomes the European conference of the EFMD
23rd , 24th , 25th of March 2006.**

Geneva, 20th of February 2006. After IPSERA (the world congress on Purchasing research last year), the EIPM - European Institute of Purchasing Management - will welcome the EFMD - European Foundation for Management Development European Annual Conference, the most important European association in the area of management development.

This conference is targeted at MBA Programmes' directors (full time, part time, modular, distance learning and executive MBA programmes), the MBA programmes administrators, plus the staff from EFMD member and non member schools. Approximately a hundred european directors of MBA's are expected.

Present in more than 40 countries, the EFMD plays a key role in the positioning of the European approach of teaching and management, in the development of international cooperation regarding teaching, and in the making of international standards for quality and values, amongst which EQUIS, European Quality Improvement System, the European norm for quality, done by EFMD to guarantee and improve the quality of higher university level institutes in management, in Europe.

Theme: "Changing the Way we do Business"

The EFMD is now firmly established as the network organisation for progressive business schools, located both in Europe and worldwide, as well as for leading corporations committed to executive development.

Their aim is "**to enable the development of people and organizations through learning and leadership**".

Sessions' topics:

- Business Programmes for a flat world: changing profiles
- Branding (Auctions, pricing, direct and indirect marketing, rankings)
- Competency based Business Education
- HR Challenges in different parts of the world (India, China, Japan, Latin America, Dubai).

General informations: The Conference will take place the 23rd , 24th , 25th of March 2006 at :

The EIPM Convention Centre
French Geneva Campus
Archamps - France

It is located 15 minutes away from Geneva International Airport.

For more information please contact : Tel: + 33 450 31 56 78

www.eipm.org
www.efmd.org

International Press Relation Agency

MEDIACOM Consulting

International Business Park - Europa 1 - 74160 ARCHAMPS

Tel : +33 (0) 4 50 43 15 15 - Fax : +33 (0) 4 50 43 15 24

SIRET 440 146 231 00012

www.mediacom-consulting.com