

The first class of participants to the '*Kering Greater China – Leading talent through global perspective*' executive education programme received certificates of completion from Kering, HEC Paris and Tsinghua School of Economics and Management (SEM)

- ∞ The first class of participants to Kering's executive education programme tailored-made for managers operating in Greater China attended the final training module and closing ceremony last week in Paris
- ∞ Launched by Kering in April 2014 and organized in collaboration with the leading academic institutions HEC Paris and Tsinghua SEM, this training programme was specifically designed to meet China's talent development requirements.

The '*Kering Greater China – Leading talent through global perspective*' executive education programme ended on 5 June 2015 in Paris. The first class of 18 participants, from Kering and some of its brands operating in China, attended the closing ceremony at the Hôtel du Collectionneur in Paris. During the Gala Dinner, all participants have been awarded with a certificate from HEC Paris and Tsinghua SEM, also giving them access to credits for further executive programmes.



Credits: Biais Jean-Marc / HEC Paris

Coming from Kering corporate functions in China and Kering brands operating in China such as Gucci, Bottega Veneta, Boucheron and Puma, the managers took part to a training articulated in three modules designed by Kering Human Resources team, jointly with Tsinghua SEM and HEC Paris.

The first module was organized in Beijing in April 2014; the second one took place in Shanghai in October 2014; the final one, closing the programme, took place in Paris from 2 to 5 June 2015. Brand Management, Retailing and Distribution, Social Media, Intercultural Leadership – the training covered a wide range of topics designed to address specificities of the Chinese market and widen the participants' perspective on their activity and business



practices. On top of the three core modules, the executive programme included webinar sessions, team projects and various workshops to improve and adapt managerial skills to the changing dynamics of the Chinese market. During the final module in Paris, participants were thus able to experiment the power of creativity in leadership through the “*Art of cooperation*” Masterclass led by the conductor, artistic director and comedian Michel Podolak, in complete immersion in a rehearsal with the musicians of the *Pasdeloup* Orchestra.

“The first edition of the ‘Kering Greater China – Leading talent through global perspectives’ programme has just been completed and met fully the participants’ expectations” said Belén Essioux-Trujillo, Senior Vice-President of Human Resources at Kering. *“Thanks to the training sessions organized by Kering, along with Tsinghua SEM and HEC Paris, in Beijing, Shanghai and finally Paris, the participants were able to broaden their vision on multiple issues, central to the evolution of their activities in Asia today. Being the first one of its kind developed in Greater China, this executive programme will help addressing talent development challenges specific to the Chinese market.”*

“The Chinese market is highly competitive and also very challenging, especially when it comes to talent sourcing, attractiveness and retention”, explains Bernard Ramanantsoa, Dean of HEC Paris. *“Through the ‘Kering Greater China – Leading talent through global perspectives’ programme, we have leveraged our academic partnerships and expertise in luxury management education to address these challenges. It is always exciting to bring our global experience and best practice to China, and to help develop talent in the luxury industry.”*

“We are very happy to work with Kering and HEC Paris to offer this program,” said Ray DI, chair professor of the programme from Tsinghua. *“With the rapid development of fashion and luxury market, China needs more talents who know industrial knowledge and management as well. Tsinghua is proud to hold the programme and set up the cooperation with Kering.”*

Kering’s ‘*Greater China – Leading talent through global perspectives*’ executive education programme stands among various talent initiatives launched in collaboration with Tsinghua SEM and HEC Paris by Kering or its brands over the years.

About Tsinghua University, School of Economics and Management

The history of the School of Economics and Management, Tsinghua University (Tsinghua SEM) dates back to 1926 as the Department of Economics and to 1979 as the Department of Economics and Management Engineering. In 1984, Tsinghua SEM was established as one of the first business schools in China. Currently, Tsinghua SEM has a total of 165 faculty members and more than 4,000 students, offering a variety of academic programs at undergraduate, master (including MBA/EMBA), and doctoral levels. With seven departments and several research centers, Tsinghua SEM contributes academic knowledge that fuels the revival of the Chinese economy and cultivates business leaders for China and the world.

About HEC Paris

Specializing in management education and research, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters programs, MBAs, PhDs, Executive MBAs, TRIUM Global Executive MBAs, and open-enrolment and custom executive education programs. Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC is itself a founding member of ParisTech and Université Paris-Saclay. It boasts a permanent faculty of 110 professors, more than 4,000 students, and over 8,500 managers and executives in training each year.

About Kering

Kering, a world leader in clothing and accessories, has developed a group of powerful Luxury and Sport & Lifestyle brands: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Sergio Rossi, Boucheron, Dodo, Girard-Perregaux, JeanRichard, Pomellato, Qeelin, Ulysse Nardin, Puma, Volcom, Cobra, Electric and Tretorn. By encouraging imagination in all its forms, Kering allows its brands to fulfil their growth potential and opens the door to sustainable methods. Present in more than 120 countries, Kering recorded a turnover of 10 billion euros in 2014 and employed over 37,000 people as of 31 December. Kering stock (ex PPR) is listed in Euronext Paris (FR 0000121485, KER.PA, KER.FP).



Press contacts:

Tsinghua University

SUN Wan (Pékin)

+86 62796479

sunw6@sem.tsinghua.edu.cn

HEC Paris

Leyla Douci-Habane

+33 (0)1 39 67 94 23

douci@hec.fr

Kering (Paris)

Floriane Geroudet

+33 (0)1 45 64 66 00

floriane.geroudet@kering.com

Kering (APAC)

Charlotte Judet

+852 28 396 933

charlotte.judet@kering.com

Websites:

www.sem.tsinghua.edu.cn

www.hec.edu

www.kering.com

Official Twitter account:

Kering: @Keringgroup

HEC Paris: @HECParis