

EFMD, GMAC to hold management education events in Beirut, Nairobi

The European Foundation for Management Development (EFMD) with the support of the Graduate Management Admission Council (GMAC), will hold two upcoming events with a focus on management education and its importance to the Middle East-North Africa region and across Africa.

The Africa Conference "Sustainable Business Education Appropriate for Africa" will be co-hosted by the University of Nairobi School of Business and Strathmore Business School in Nairobi, Kenya, from 11-12 October 2012.

Topics covered will include: the role of business schools in Africa, partnerships, management development powering development, income streams, governance and many more. Speakers will come from African business schools and leading schools from across the EFMD global network, African companies and NGO's.

Next generation of leaders

The MENA Conference "Empowering the Next Generation of Leaders" will be hosted by the American University of Beirut, Lebanon, on 4-6 November 2012. The conference will address topics such as the role of business schools in society, business education for employment, family business, entrepreneurship in the region and the role of women, managing country risk perception, research and executive education among others.

EFMD, a global network for business schools and companies, and GMAC, a council of business schools and the owner of the GMAT exam, have been at the forefront of raising the standards of management education and development around the world. These two events play a key role in the development of management education across a diverse and inspiring continent.

"The MENA region and Africa as a continent has great potential but also has many challenges. Better management, managers, graduates, business schools and companies can only help its development and the events bring together key stakeholders to network, share ideas and develop partnerships for the future", said Prof. Eric Cornuel, the CEO and director general of EFMD. "We are delighted to work with the host schools and GMAC in staging these important events."

"The MENA region and Africa as a whole are becoming extremely important markets for graduate management education. While there are challenges, tremendous opportunities already exist for both schools and students," remarked David Wilson, president and CEO of GMAC. "As with other world regions, we hope these conferences will provide key stakeholders with opportunity to work together to develop their potential and build the necessary foundations on which to grow strong programmes that will benefit graduate management education for generations to come."

For more, go to www.efmd.org/events.