KEDGE Business School heads off to meet its graduates around the world

Videos shooting in Shanghai, Suzhou, Dublin, Bordeaux, Marseille and Paris

KEDGE is launching a series of video reports with the aim of putting the spotlight on the school’s community of students and graduates both in France and worldwide. Filming starts this month in China, in Shanghai and Suzhou, where KEDGE has set up.

“This project will make it possible to bring the KEDGE community closer together, highlighting the sheer diversity of our graduates’ career paths and experiences all around the world,” stressed José MILANO, KEDGE’s Director General. “The aim is also to make our current and future students aware of the potential offered by this network and of the opportunities which open up to them when they decide to join us”.

When preparing for filming, to ensure that the whole KEDGE community is represented, a selection of profiles was chosen from among the 57,000 alumni to feature in the videos, which take the form of in-depth mini-reports.

The choice of filming locations has focused as a priority on KEDGE’s campuses: Bordeaux, Marseille and Paris; and on the campuses in China: Shanghai and Suzhou. Dublin was also chosen because many of our graduates are there.

For this initial series of reports, around fifty Kedge graduates living in these 6 cities will be talking about their professional history.

The first videos will be progressively broadcast from May onwards on a dedicated website which is part of kedge.edu and on KEDGE’s social media sites (YouTube, Facebook, Instagram and LinkedIn). As we are keen to share our experiences, behind-the-scenes footage from the trips and the filming sessions will also be broadcast in the form of vlogs. You can also follow each filming trip thanks to Instagram stories (@kedgebs).

Dates of the filming sessions:

- From 11 to 26 March: filming in Shanghai and Suzhou
- From 7 to 16 April: filming in Dublin
- Between April and September: filming in Bordeaux, Marseille and Paris

KEDGE will be organising another series of filming sessions in other towns, cities and countries where its graduates are based. A call for candidates will be issued in May via the dedicated website.

The KEDGE film crew:
Louise Veron, Community Manager: louise.veron@kedgebs.com
Anthony Raymond, Videomaker & Digital Content Producer: anthony.raymond@kedgebs.com

About KEDGE Business School:
KEDGE is a leading French business school with four campuses in France (Paris, Bordeaux, Marseilles and Toulon), three abroad (Shanghai, Suzhou and Dakar) and three partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 12,600 students (including 25% coming from abroad), 183 professors (including 44% coming from abroad), 275 international academic partners and 57,000 alumni around the world. KEDGE offers 36 programmes in management, designed for students and industry professionals. It
also provides tailor-made educational programmes for businesses at national and international levels. KEDGE Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conférence des Grandes Écoles. It is also recognized by the French government, with labelled programmes, and has obtained the EESPIG label. KEDGE was ranked 40th by the Financial Times in the European Business School ranking and 37th globally in its Executive MBA ranking.

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