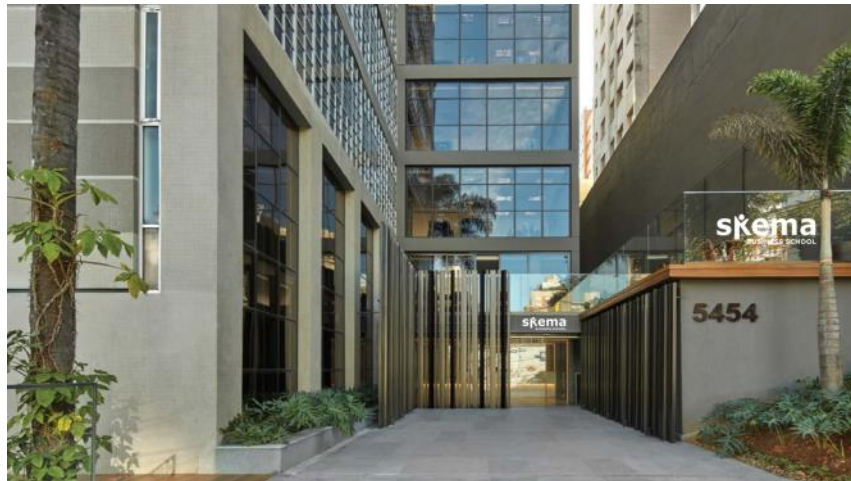


SKEMA to open a brand new City Campus* in Belo Horizonte – Brazil



The entrance to the new SKEMA City Campus in Brazil*

Belo Horizonte & Paris - Tuesday, 15 June 2021: In 2015, SKEMA set up a campus in Belo Horizonte, Brazil – the country's third largest economic city – on the premises of its academic partner Fundação Dom Cabral (FDC) to accommodate around one hundred students. SKEMA became a full-fledged Brazilian structure and was authorised to award a Brazilian degree in 2018. The number of students at this campus has increased fivefold since its establishment. To support this development, SKEMA is opening a new campus.

SKEMA's new campus will be located in Funcionários, one of the most active neighbourhoods in the heart of the city of Belo Horizonte, which is set to become the digital hub of the innovation ecosystem of the capital of Minas Gerais and its 2.7 million inhabitants.

This urban campus represents a new milestone in the development of SKEMA's activities in Brazil, which involve the creation of, in addition to the business school's activities, the SKEMA Law School for Business – a law school announced in the SKY25 Strategic Plan launched in January 2020, which has opened its first programme in Belo Horizonte.

With a surface area of about 6,000 m² on 11 floors, the building has the capacity to accommodate up to 1,000 students, according to the physical distancing measures requested by the State of Minas Gerais and the municipality of Belo Horizonte.

In 2 minutes video, the new SKEMA City Campus in Brazil:



It will open its doors to the school's staff in July and will welcome Brazilian and international SKEMA students at the end of August for the start of the 2021 academic year.

As on all of its campuses, SKEMA's global programme offer will be deployed there: the Global BBA, the Master in Management (PGE) programme, the Global Executive MBA and our different Masters of Science (MSc).

In addition, there are local programmes: the Brazilian bachelor's degree, recognised by the Ministry of Education, which confers the equivalent of a French bachelor's degree, as well as management certification programmes called Nanodegrees, particularly in sustainable luxury and in law and artificial intelligence. This last expertise has given rise in 2020 and 2021 to the largest academic event in the country in this field initiated by the school: the International Congress on Law and Artificial Intelligence.

Designed to match the standard of the recently launched Grand Paris Campus, with a technological infrastructure that facilitates the hybridisation of teaching and work in multiplex with the other SKEMA campuses (auditorium, video wall, touch screens, video studio, etc.), the new Belo Horizonte site also has co-working and collaboration spaces. The building is eco-designed and uses materials and devices that contribute to reducing its impact on the environment: ventilation, LED lighting, water consumption and noise control, recycling, selective sorting, etc.

For Alice Guilhon, SKEMA's dean & executive president: "This new campus, which will host the new SKEMA Law School for Business as soon as it opens, proves once again that with a

glocal model, it is possible to innovate by relying heavily on the wealth of the local ecosystem.

For **Geneviève Poulingue, director of SKEMA Brazil**: "Our new Brazilian campus brings an optimistic and innovative response to students in the current context, which is sometimes difficult for them, and is a natural move for an organisation as visionary and vibrant as SKEMA!"

*** Situated in the city centre.**

About SKEMA Business School:

With 9,000 students of 120 nationalities and 48,000 graduates in 145 countries, SKEMA Business School is a global school which, through its research, its +70 teaching programmes, its international multi-site structure trains and educates the talents that 21st century businesses need. The school is now present on 7 sites: 3 campuses in France (Lille, Sophia Antipolis, Paris), 1 in China (Suzhou), 1 in the United States (Raleigh), 1 in Brazil (Belo Horizonte) and 1 in South Africa (Cape Town - Stellenbosch). In September 2019, the school announced the establishment in Montreal of its artificial intelligence research and resources center and its new R&D center. SKEMA is multiaccredited - EQUIS, AACSB and EFMD Accredited EMBA. Its programmes are recognized in France (Visa, Master Degree, RNCP, CGE label), as well as in the United States (licensing), Brazil (certificação) and China. www.skema.edu. Follow us on twitter: @SKEMA_BS

Press contact: Christine Cassaboïs, Tel. (0)6 27 49 36 59 – christine.cassabois@skema.edu