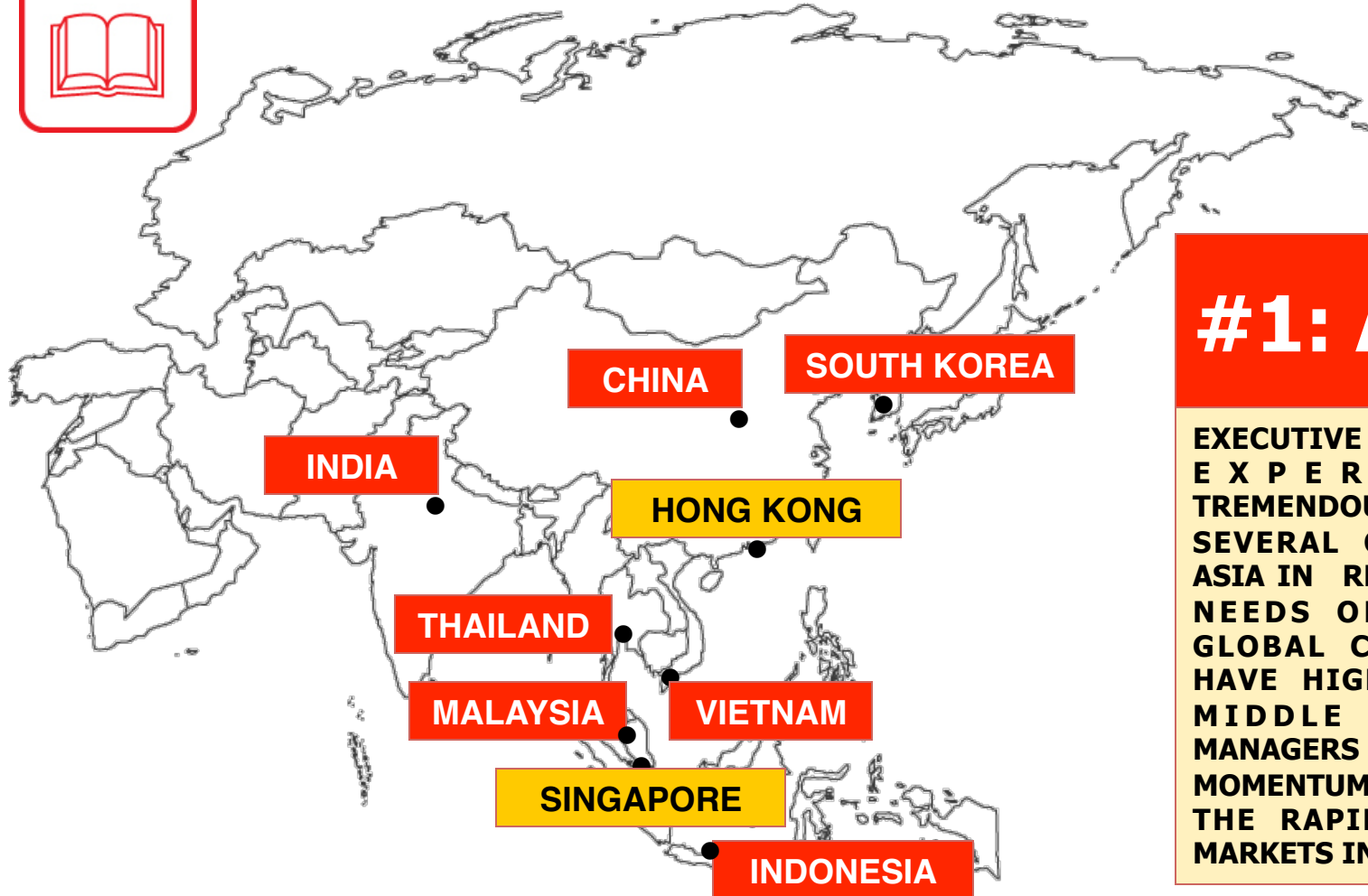




## **EXECUTIVE EDUCATION IN ASIA: A GROWING DEMAND**



**EXECUTIVE EDUCATION IN ASIA:  
A GROWING MARKET**



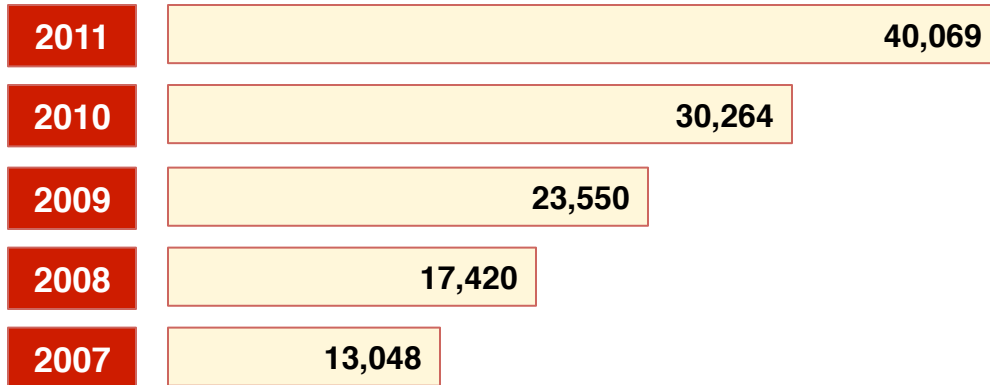
# #1: ASIA

**EXECUTIVE EDUCATION IS EXPERIENCING TREMENDOUS GROWTH IN SEVERAL COUNTRIES IN ASIA IN RESPONSE TO THE NEEDS OF LOCAL AND GLOBAL COMPANIES TO HAVE HIGHLY EDUCATED MIDDLE AND SENIOR MANAGERS TO SUSTAIN THE MOMENTUM THAT FUELS THE RAPID GROWTH OF MARKETS IN ASIA**

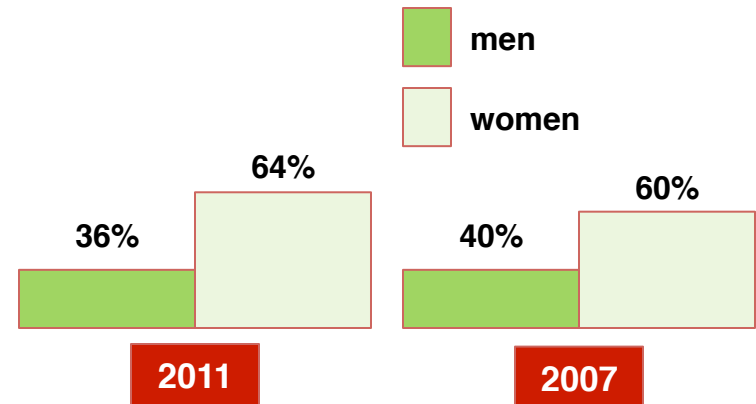
**CHINA: GMAT EXAMS  
TREND 2007-2011**

**GMAT EXAMS TREND IN CHINA, FROM 2007 TO 2011**

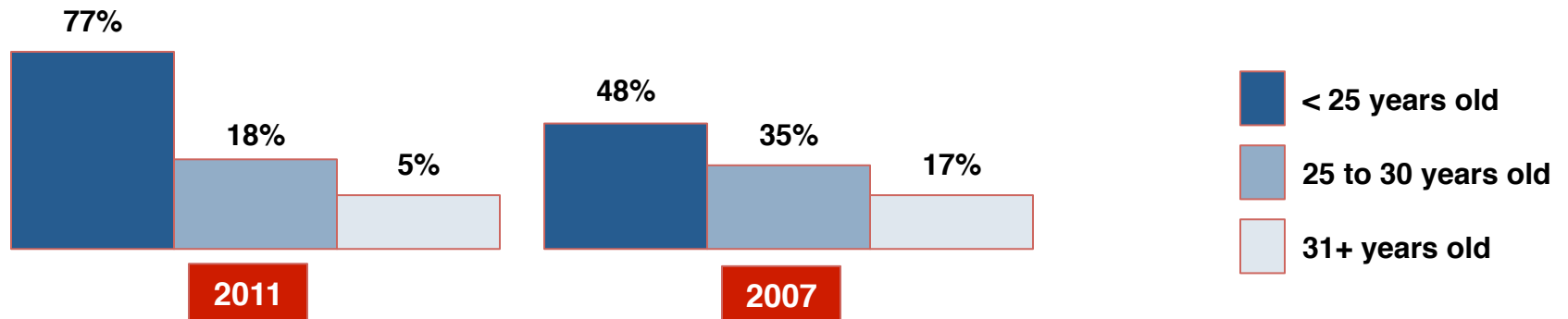
**CHINA: GMAT EXAMS TAKEN (2007 TO 2011)**



**GENDER BREAKDOWN (2007 & 2011)**



**AGE BREAKDOWN (2007 & 2011)**



Source: GMAC (2012)

## Executive Education in Asia

### SELECTION OF BUSINESS SCHOOLS OFFERING PROGRAMS IN SINGAPORE

| BUSINESS SCHOOL                                | HOME COUNTRY | CAMPUS IN ASIA | NOTES  |
|--|--------------|----------------|--|
| ESSEC  | FRANCE       | SINGAPORE      | <ul style="list-style-type: none"> <li>● 12-month Global MBA</li> <li>● 1-year Advanced Master in Strategy and Management of International Business</li> </ul> |
| INSEAD   | FRANCE       | SINGAPORE      | Global Executive MBA   |
| THE WHARTON SCHOOL, University of Pennsylvania | U.S.A.       | SINGAPORE      | Global Executive MBA in partnership with INSEAD  |
| SMU Singapore Management University            | SINGAPORE    | SINGAPORE      | SMU-EMBA in partnership with WHARTON, Indian School of Business, and Peking University   |
| WHARTON-SMU Research Center                    | U.S.A.       | SINGAPORE      | in partnership with SMU SINGAPORE MANAGEMENT UNIVERSITY  |
| CHICAGO BOOTH School of Business               | U.S.A.       | SINGAPORE      | 21-month Executive MBA ASIA  |
| NEW YORK UNIVERSITY Tisch School of Art        | U.S.A.       | SINGAPORE      | Master of Fine Arts  |
| BARUCH College/CUNY                            | U.S.A.       | SINGAPORE      | 1-year Executive MS in Marketing   |
| AVENTIS School of Management                   | U.S.A.       | SINGAPORE      | 12-month MBA   |

**EXECUTIVE EDUCATION IN ASIA:  
FOCUS ON**



**EXECUTIVE EDUCATION  
IN ASIA**

**FOCUS ON**

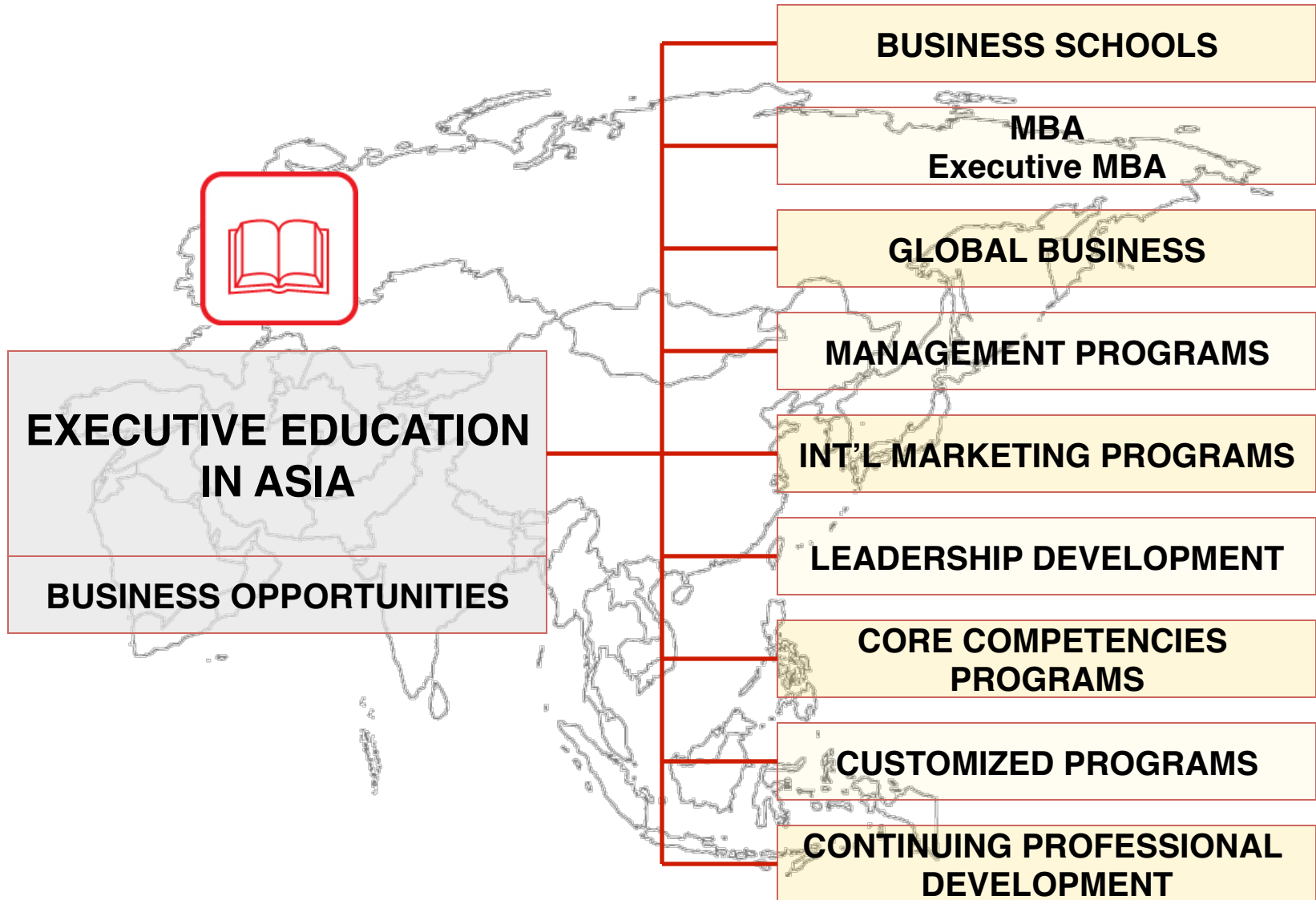
**GLOBAL AND LOCAL COMPANIES IN SELECTED MARKETS IN ASIA  
FEATURING:**

- **GLOBAL BUSINESS & GLOBAL PERSPECTIVE**
- **DOMESTIC & INTERNATIONAL GROWTH**
- **DEMAND OF HIGHLY EDUCATED MIDDLE AND SENIOR MANAGERS**

**FUNCTIONAL  
MANAGERS**

**BUSINESS LEADERS**

**EXECUTIVES**



**START2ASIA:  
YOUR SOLUTION TO ACHIEVE  
SCALE AND GROWTH IN ASIA**

- INTERNATIONAL BUSINESS SCHOOL
- INTERNATIONAL CONTINUING PROFESSIONAL DEVELOPMENT SCHOOLS



**BUSINESS GOALS IN ASIA**

- 1) IDENTIFY MARKET OPPORTUNITIES AND BUSINESS POTENTIAL IN SELECTED MARKETS IN ASIA WHERE THE COMPETITIVE ADVANTAGE OF THE INTERNATIONAL BUSINESS SCHOOL, AND/OR CONTINUING PROFESSIONAL DEVELOPMENT SCHOOLS CAN GENERATE A STRATEGIC POSITIONING FOR DEVELOPING NEW BUSINESS, DIVERSIFYING ACTION ACCORDING TO SINGLE MARKETS
- 2) POSITIONING IN ASIA
- 3) DEVELOP JOINT-VENTURES WITH LOCAL UNIVERSITIES, IN SELECTED MARKETS IN ASIA



**INTERNATIONAL BUSINESS & FOREIGN  
MARKET ENTRY STRATEGY CONSULTING  
FIRM**

TRANSLATING  
MARKETING STRATEGY  
INTO ACTION FOR  
DEVELOPING FOREIGN  
MARKET ENTRY  
PROJECTS AND NEW  
BUSINESS IN ASIA

INTERNATIONAL  
EXPERIENCE  
  
INTERNATIONAL  
MARKETING & B2B  
  
INTERNATIONAL  
NETWORKING

- 1.) MARKET INTELLIGENCE IN 12 MARKETS IN ASIA
- 2.) MARKET ENTRY STRATEGY IN ASIA
- 3.) MARKETING STRATEGY IN ASIA
- 4.) SINGAPORE COMPANY REGISTRATION

**CREATE VALUE AND DEVELOP GROWTH IN ASIA**

**MARKET ENTRY & BUSINESS DEVELOPMENT IN ASEAN & ASIA**



**FOR INFO ON:**

- **MARKET ENTRY / INTERNATIONALIZATION / JOINT-VENTURE PLANS IN ASIA**
- **BUSINESS DEVELOPMENT PLANS IN ASIA**
- **FDI (FOREIGN DIRECT INVESTMENT) OPPORTUNITIES IN ASIA**
- **SINGAPORE COMPANY REGISTRATION**



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