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Germany

German debut of "The MBA Tour"

For the first time ever since, the organizers of the "The MBA Tour", founded in the USA in 1993, will come to Europe. Besides certain events in London, Moscow and Dublin, two performances are scheduled for Germany.

On February 1st, twelve business schools will introduce themselves in Frankfurt. On February 3rd, it will be 16 schools in Düsseldorf. Among others, the London Business School, the IMD, Said Business School, Iese, Hec, Esade, and Gisma will be represented, too.

Contrary to the ´Leader of the Pack´ the "World MBA Tour", the organizer relies on smaller events and intensive contacts. „We do not see ourselves as an MBA fair, but as an elite networking forum“, Peter von Loesecke, CEO of “The MBA Tour” declares. The event’s program consists of 30-minute presentations of the schools, a discussion forum with schools’ representatives (main topic: admission), as well as an alumni panel and a networking forum.

Schools interested in participation, must apply for. Whereat, schools which have already taken part at a tour will always be preferred. New schools will be selected according to certain criteria. They must supply of a "non-profit status" and an international accreditation (AACSB for U.S. schools and Equis, Amba or Epas for European schools).

Moreover, exclusively employees from business schools being involved in the process of admittance are accepted to take part, no alumni - like frequently practiced elsewhere. „With us, one only deals with decision makers“, Peter von Loesecke emphasizes.

In his opinion, Germany is one of the MBA top markets of the world. “Germans supply of a good education and can afford MBA studies“, the American explains. Primarily U.S. schools, which have recently started to offer one-year studies, would be very interested in German students. He would count on about 200 visitors each. Attendance at the events is free of charge. Registration is possible online or at location.

Upcoming fall, von Loesecke wants to expand and perform his events in other German cities.