



**PRESS RELEASE**  
**La Rochelle, 3<sup>rd</sup> December 2020**

## **ESCEM becomes Excelia**

**In amicable liquidation since July 2020, ESCEM Business & Digital School was acquired by Excelia on 27<sup>th</sup> November 2020. This takeover will enable Excelia to guarantee the continuity of education for the students as well as to further strengthen its presence in Tours and Orléans by offering a wide portfolio of programmes. ESCEM has therefore now become Excelia.**

### **From France Business School to Excelia**

In 2016, following the failure of France Business School, the Vienne Chamber of Commerce and Industry handed control of ESCEM over to Excelia (known at the time as *Groupe Sup de Co La Rochelle*) and the GES network of applied schools. This takeover was structured through the creation of the TOP Education association, with each of the two parties holding an equal share.

At the end of May 2020, as a result of the difficulty in finding a viable economic and financial model as well as the two partners' inability to determine a common strategic vision, TOP Education was dissolved and a liquidator was appointed by the courts. Since this date, Excelia, as a long-standing partner committed to ensuring the academic continuity for its students, has been maintaining ESCEM's operations on its own, through regulated agreements approved by the liquidator. This transitional period came to an end on 27<sup>th</sup> November with the signing of a Memorandum of Understanding which recognises the takeover of ESCEM by Excelia.

### **Students assured of the continuity of their studies, with new opportunities**

Some 550 students, newly integrated into Excelia, will continue their undergraduate and post-graduate programmes on the two campuses in Tours and Orléans.

Excelia is therefore committed to ensuring the continuity of education to enable them to complete their studies. In addition, now as part of Excelia, these students will benefit from access to a wider range of programmes (State-certified, or conferring a French *Grade de Master*), all of which are accredited (AACSB, EQUIS, AMBA), available across Excelia campuses (Tours, Orleans and La Rochelle).

This is a great opportunity for these students to join programmes that are endorsed by the *Conférence des Grandes Ecoles*. They will also benefit from an outstanding Faculty as well as the contribution of cutting-edge research in the fields of CSR and Sustainable Development, as well as Tourism.

## An agreement consistent with Excelia's regional development strategy

With the signature of this agreement, Excelia has therefore taken over the Tours and Orléans study locations.

**In Tours**, in order to respond to the needs of the region's players for high-level education, in 2019 Excelia started planning the launch of its Master in Management programme, which will be offered in its entirety at the start of the next academic year. January 2021 will also see the launch of the Bachelor in Business programme as well as other programmes offered by Excelia Tourism & Hospitality School (Bachelor in Tourism & Hospitality Management, and MSc in International Tourism and Destination Management).

**With a new campus in Orleans**, which represents a considerable asset for its development on the outskirts of Paris, Excelia is continuing its regional growth strategy. In addition to its study locations in Cognac, Niort, and Rochefort, and its campuses in Tours and La Rochelle, this new site is part of Excelia's strategy of regional development, in line with the following objectives:

- to work with local stakeholders to meet the needs of the regions
- to diversify its offer with a view to combining both appeal and proximity



*“With the acquisition of ESCEM, which has become Excelia, we now have 4,550 students and nearly 40,000 Alumni. This demonstrates our commitment and desire for development and, despite a fragile economic climate, is testament to Excelia's solidity.”*

**Bruno Neil, CEO & Dean, Excelia**

### About Excelia

*Created in 1988, Excelia is one of the leading French Higher Education groups. With a strong presence in its local regions, and an international outlook, it comprises 5 Schools: Excelia Business School, Excelia Tourism & Hospitality School, Excelia Digital School, Excelia Academy, Excelia Executive Education. It currently educates some 4,000 students and boasts a global network of 18,700 graduates. It holds the following labels and accreditations: EESPIG, AACSB, EQUIS, AMBA and EFMD, as well as UNWTO.TedQual (United Nations) in the field of tourism*

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