



# Lactalis Group, new sponsor of the EDHEC MSc in Global Business

The Lactalis Group is the new Corporate Programme Sponsor of the EDHEC MSc in Global Business.



Lactalis

The Lactalis Group and EDHEC Business School signed a partnership, showing their commitment to fostering a close relationship and promoting the international development of their respective groups.

The Lactalis Group, by becoming the first Corporate Programme Sponsor of the [MSc in Global Business](#), is making a long-term investment in one of the School's most international specialist courses. This partnership has been designed to run for a minimum of 3 years and has 3 principal aims: to collaborate on the design of a basic course in 'Brand Portfolio Management'; to bring together contributions by experts in procurement, category management and negotiations; and to source high-potential employees.

By working closely with our young talent, this innovative project will boost our partner's employer brand, particularly through what are known as 'kick-off days'. These training events, held in Laval and Lille, allowed 56 students of 13 different nationalities to gain an understanding of the workings of a major family-run agribusiness, with an economic model based on its distinctive positioning, namely the processing of milk in a variety of different ways, covering the entire range of dairy products.

The students became acquainted with its international development strategy based on external drivers for growth. They were introduced to potential career paths through personal accounts given by young product managers from the Lactalis Group business incubator. Finally, our 'globalised' students were offered the unique opportunity to exchange views with members of Lactalis Group's management. Jean-Yves Rémond (Director General of Human Resources), Thierry Clément (Director General of the Europe Dairy Division) and Martial Sekely (Edhec 1991 - General Manager Emerging Countries) all lent a hand and shared their experiences directly.

Written by ANGELIQUE MICONNET

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