

The Business School Asian target Western students

Four of the best Asian Business School joined their recruitment efforts to attract students from the United States, Canada and Europe.

Hong Kong University of Science & Technology (HKUST Full-Time MBA), one of the best MBA programs in Asia, joined three of its competitors in order to expand their visibility in the U.S., Canada and in Europe. The four institutions are planning to attract more Western students to MBA programs in Asia.

Hong Kong University will conduct its recruitment with the China Europe International Business School in Shanghai, the Indian School of Business in Hyderabad, and the Nanyang Technological University in Singapore, as agreed in a statement July 19. Officials traveling together in North America and Europe, where they will deliver joint presentations. A website (www.topasiabschools.com) and a joint brochure has been developed.

Asian universities are trying to compete with the best American and European institutions on the recruitment of MBA students. [...]

The four schools have planned to develop a brand-Top Asia-B-Schools that can generate a kind of 'stamp' associated with the Ivy League, according to Nick Soriano, Director of Marketing and Admissions at Nanyang:

"The Ivy League exists in America, then we thought: Why do we, the Asian Business Schools cannot do something similar. Even if we're all competitors, we said that we could work together to attract and convince students to come and do their MBA in Asia".