



PRESS RELEASE
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La Rochelle Education Group opens a new international office in Mumbai, India

La Rochelle Education Group pursues its international development strategy and strengthens its attractiveness vis-à-vis foreign students with the opening of a new office in Mumbai, India, its 9th international office.

India: a source of high potential students

On 1st February, La Rochelle Education Group opened an international office in Mumbai, managed by Mr. Suyog V. Pathkar. India is without a doubt an important source of potential students who see France as an ideal destination for higher education. Unlike England and the United States, academic expatriation to France gives these students the opportunity to learn the French language whilst undertaking quality higher education in English. This additional asset will enable them to stand out in their future careers.

An awareness and recruitment campaign

Located in areas of high potential, La Rochelle Education Group's 9 international offices* aim to recruit students for the Group's Schools. They work in close partnership with local establishments and the various networks of French institutions so as to get closer to and raise awareness amongst students. They also participate in education fairs, local educational orientation forums as well as taking an active part in conferences at high schools and universities.

As part of this awareness and recruitment campaign, from 3rd to 10th February, the Mumbai office participated in the *Admission Tour*, along with 46 other major French business schools. During this event, La Rochelle Education Group had the opportunity of presenting the Group and its Schools to the students of Chennai, Hyderabad, Pune and Delhi and of providing them with the appropriate support and advice in terms of their choice of higher education.

International offices: a sign of La Rochelle Education Group's internationalisation policy

The Group currently hosts 785 international students out of a total of 3,500 students, representing some 82 different nationalities. In addition, 41% of the Group's faculty are international Research Lecturers and industry professionals. La Rochelle Education Group considers this cultural diversity as a valuable source of richness and a major asset for its students.

This mix of international cultures and experiences allows graduates to better understand the global context of the business world and to develop intercultural skills adapted to the challenges and needs of international companies.

* Buenos Aires (Argentina), Beijing (China), Abidjan (Ivory Coast), Lafayette (USA), Casablanca (Morocco), Moscow (Russia), Dakar (Senegal), Ho Chi Minh City (Vietnam), Mumbai (India)

About La Rochelle Education Group

5 schools - 3500 students on campus - 82 different nationalities - 50 student clubs and associations - 170 partner universities across 48 countries - 14,500 graduates - 102 permanent faculty - 58 research lecturers - 193 lecturers from the corporate world - 41% of faculty are international - 50 major company partnerships

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