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|  | **PRESS RELEASE****La Rochelle, December 2019** |
| **Excelia Group receives the *Bienvenue en France* Label awarded by Campus France** **Excelia Group now holds the *Bienvenue en France* Label (Welcome to France Label) which is held by only 11 management schools in the whole of France. This Label proves that Excelia Group Schools meet the international quality standard set for the welcoming of foreign students in French higher education establishments. The Label is valid for a 4-year period.** **A Label held by only a small number of Schools** Following the third Approval Commission meeting, which took place on 4th December 2019, bringing together the committees from various organisations (CPU, CDEFI, CGE), HCERES, CTI and Campus France, 57 establishments, including Excelia Group, now hold the *Bienvenue en France* Label.To date, of the 172 higher education establishments (universities and ComUE, engineering schools, business and management schools, art schools, major higher education establishments, language schools, catering schools, Catholic institutes, specialised schools etc.) embarking on the process, to date, only 57 have actually been awarded the Label, and of these, a mere 11 are management schools.**Objectives and criteria of the *Bienvenue en France* Label**The *Bienvenue en France* Label not only acts as an information tool for international students in terms of ‘how’ a French establishment will welcome and support them, but it also highlights the initiatives taken by these establishments for their international students. In addition, it is proof of a quality approach in improving welcome facilities within the establishments themselves.Four criteria are analysed for the awarding of the Label:* The quality and accessibility of information
* The quality and accessibility of welcome initiatives and the quality of life on campus
* The quality and accessibility of the programmes on offer and the educational support provided
* The quality of post-graduate support and guidance

Of the 84 complete applications submitted for the Label, only 57 establishments successfully met the criteria.**Excelia Group's initiatives in welcoming international students**Today, within Excelia Group, international students make up some 30% of the student body, with 80 different nationalities represented. In addition, 44% of its faculty come from abroad. A number of initiatives have been implemented, which include:* The opening of 6 overseas offices (USA, Ivory Coast, Senegal, Morocco, India and China, in addition to a European representative based in La Rochelle) that provide assistance and act as a local presence for international students.
* A multilingual team of three people, based in La Rochelle, who are responsible for admissions, the procedures for which are now carried out online to take into account the geographical distance of candidates.
* Since September 2019, Excelia Group has set up a one-stop shop (Student Life) aimed at helping international students settle in to life in France. Assistance with housing, a buddy system with students already on campus, the establishment of international representatives by geographical zone and the implementation of a designated pre-start date complete this support system.
* Digital technology is being extensively used to facilitate interaction between students and faculty, and preparatory academic support programmes have also been set up.
* Excelia Group supports and guides its international students to facilitate access to internships and employment with its economic partners.

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| **About Excelia Group***Created in 1988, Excelia Group (formerly Sup de Co La Rochelle) is one of the leading French Higher Education Groups. With a strong presence in its local region and an international outlook, the Group comprises 5 Schools: La Rochelle Business School (La Rochelle, Tours), La Rochelle Tourism & Hospitality School, La Rochelle Digital School, La Rochelle Academy, La Rochelle Executive Education. It currently educates some 3,800 students and has a global network of 17,500 graduates. The Group holds the following labels and accreditations: EESPIG, AACSB, EPAS and UNWTO.TedQual (United Nations) in the field of tourism.* **Excelia Group Press Contact:**Cathy ClémentGAIA CommunicationTel.: +33 (0)1 30 82 66 65 / +33 (0)6 28 41 17 16cathy.clement@gaiacommunication.fr |