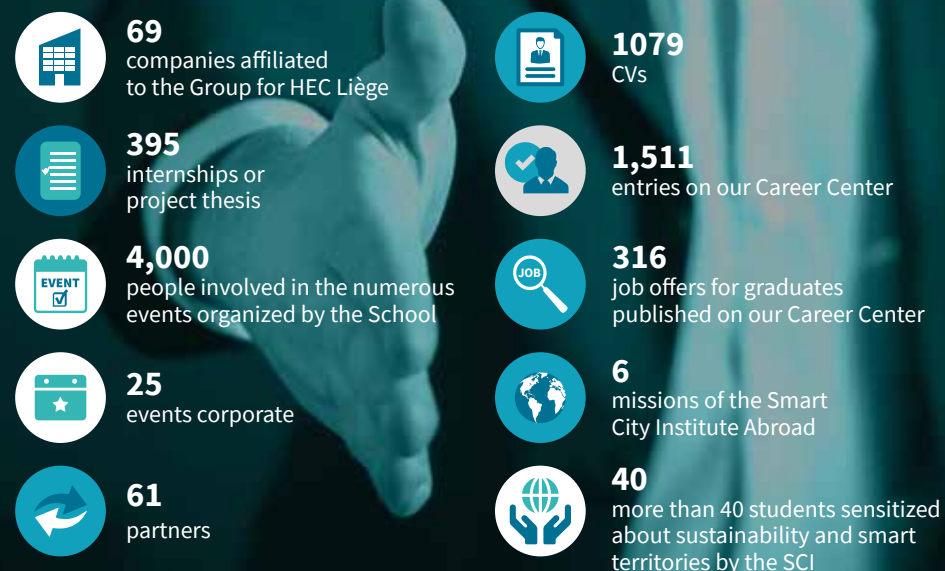
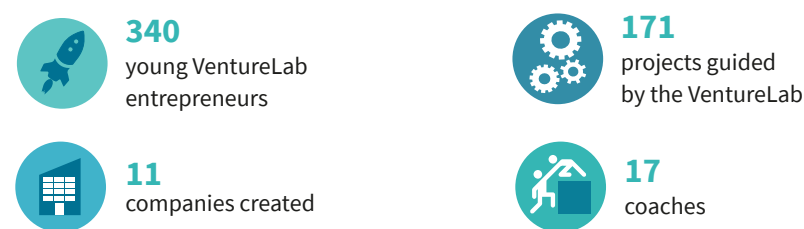


CORPORATE RELATIONS



ENTREPRENEURSHIP

VentureLab activities

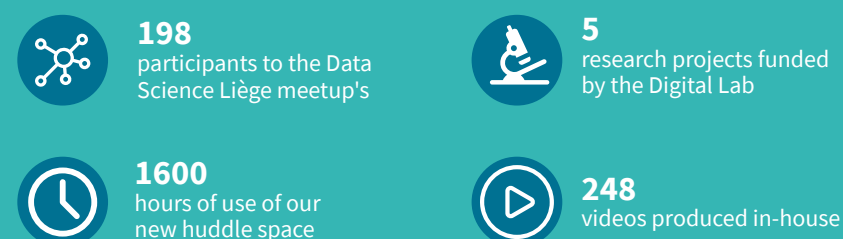


SUSTAINABLE

In 2019 a Lab was set up to address the ethical, responsible and sustainable dimensions (ERS) of the Societal transformation pillar of HEC Liège 2019/2024 strategy. Its main objectives are:

- To mobilize all HEC Community members by integrating the ERS issues in daily work;
- To differentiate HEC and its ERS approach by making our specific expertise more visible;
- To support interdisciplinarity by initiating teaching collaborations around ERS challenges into around various domains of expertise.

DIGITAL TRANSFORMATION



NEWS

- **13** news releases
- **2** one-on-one meetings with chief editors and journalists
- **2** press conferences in Brussels
- **10** university columns in La Libre Belgique
- **591** news articles: **57** feature articles, **313** prominent articles, **321** citations to HEC Liège in the press which makes **50** appearances monthly. Over the last 12 months, over **5** feature articles have been edited monthly
- **2** marketing campaigns in SudPresse Group's media
- **3** issues of *SPIRIT of Management* magazine
- Studies promotion events: **4** exhibitions abroad, **12** sessions in secondary schools, **3** shows in Belgium, **1** Career Operations Event, **4** Open Door Days, **2** Masters information evening-sessions
- Internal Communication: **9** newsletters, **40** *This Week @HEC Liège*

SOCIAL MEDIA



MISSION

HEC Liège fosters real-life education and research in economics and management for the benefit of our local community and the wider society.

VALUES

Ethics
Multiculturalism
Respect for diversity
Highest standards in design and execution
Personal development
Social responsibility
Critical thinking

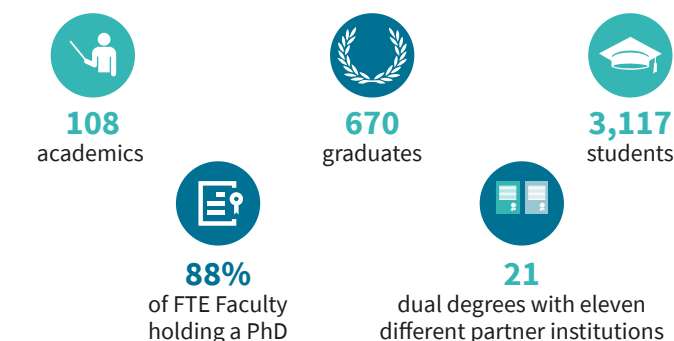
ACCREDITATIONS

Renewal of the EQUIS accreditation for another three years! To date HEC Liège is the single belgian business school to be doubly accredited AACSB and EQUIS for all of its activities.



ANNUAL REPORT 2019

EDUCATION



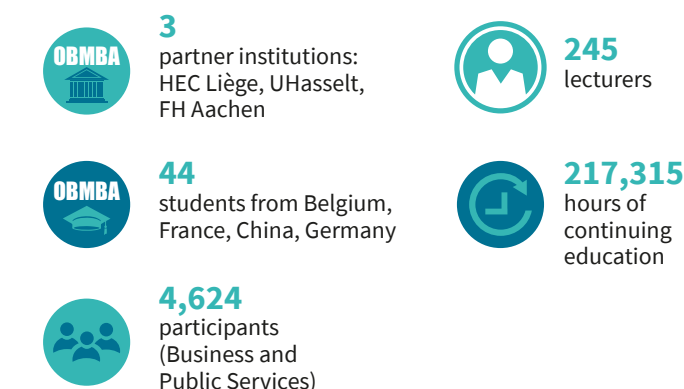
MOST: A NEW TRANSDISCIPLINARY MASTER'S DEGREE

A partnership between HEC and the Faculty of Social Sciences in order to train leaders to be able to analyze transitions in their local and global context and, on that basis, to drive strategic changes while articulating the human and social aspects with the various components of the management of organizations.

A NEW PART TIME MASTER'S DEGREE IN SALES MANAGEMENT

In September 2019, HEC Liège started offering a new Master's Degree in Sales Management with time studying at University alternating with time working in companies. HEC Liège is the first institution in the country to offer this specific program.

EXECUTIVE EDUCATION



RESEARCH

HEC Research aims to foster active interdisciplinary collaborations around three transversal themes – sustainability, digital transformation and entrepreneurship – in order to generate transformative research with high impact on HEC's seven strategic research fields and with a concrete influence on the socio-economic environment of the school.

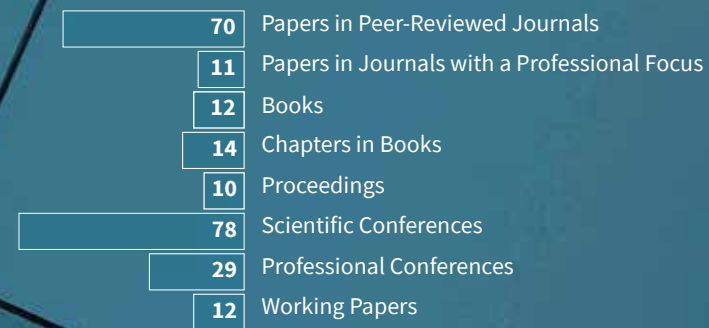


SUSTAINABILITY

ENTREPRENEURSHIP

DIGITAL TRANSFORMATION

PUBLICATIONS



ALUMNI NETWORK

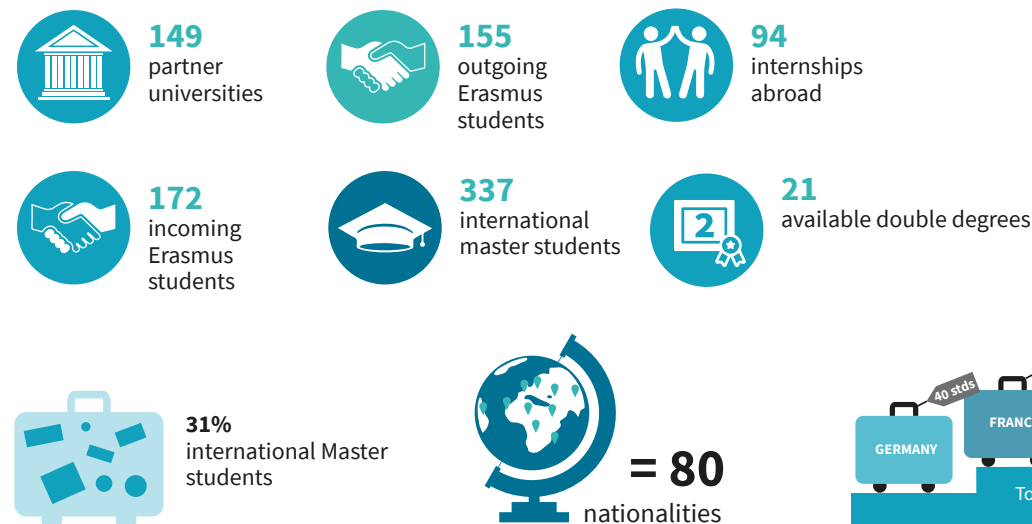


A NEW CAMPUS FOR A BIGGER IMPACT

This is THE big project for HEC Liège over the next few years: the creation of a brand new 1.6ha campus, right in the center of Liège, at the crossroads between rue Saint-Gilles and rue Louvrex. A necessary project for one of the most dynamic business schools in Europe!

www.hec-levelup.be

INTERNATIONAL



HEC IN ASIA

570 new students registered in 2019
 20 business games played in China and Taiwan
 2 graduations with 278 Chinese guests organized in Liège

Asia Tour in 2019:

- Wuxi
- Shanghai
- Taipei
- Shenzhen
- Hong Kong



54%
Of our partners are internationally accredited

10%
of our partners are Triple Crown holders (EQUIS, AACSB, AMBA)

21
different nationalities among our teaching Faculty

**PARTNER UNIVERSITIES
A DIVERSIFIED NETWORK**



45
Non-EU

104
EU