

HEC Paris Executive Education broadens its international affairs catalogue with the launch of 'USA 2020' Program

The US 2016 election will mark an end to the Obama era and could potentially be a contest between two radically different visions of America for 2020. To help key decision-makers and senior executives better understand the long-term dynamics shaping the business landscape in the United States and beyond, HEC Paris Executive Education has announced the launch of its USA 2020 program. The course will take place in Washington D.C over a one-week period that includes the day of the election, November 8th.

"The topic of international affairs is widely present in the different curricula that HEC Paris delivers to today and tomorrow's senior executives. Across all programs, the overarching philosophy remains unchanged: too often, executives are excessively impressed by geopolitical and long-term dynamics they feel they cannot influence nor predict.", says Jeremy Ghez, Professor of Economics and International Affairs at HEC and Academic Director of the HEC Paris Center for Geopolitics.

Real-life, insightful and live case study for executives

Drawing on exchanges with a wide range of policymakers, analysts and academics, this program will offer a real-life, insightful and live case study for executives looking to hone their analytical skills as well as their ability to identify the long-term risks and opportunities for their business and company.

Program participants will be invited to think or re-think about where America stands politically and economically, both in a business, political and cultural sense. The program will also invite participants to think about how they can incorporate geopolitical considerations and long-term issues in their own strategy.

Topics covered over the one week program will include an overview of the campaign, of the candidates and of the key stakes of elections as well as discussions regarding the future of US economic and foreign policies after the Obama era. Participants will also get the chance to visit several institutions around Washington D.C, including key government buildings, think tanks and museums.

Entries for the program are now open and applicants can visit <http://www.exed.hec.edu/certificate-open-programs/advanced-certificates-and-open-enrolment-programs/usa-2020>

About HEC PARIS

Specialising in education and management research, HEC Paris offers a complete and unique range of programmes for the leaders of tomorrow: the French Grande Ecole programme, specialised Master's degrees, MSc, MBA, Executive MBA and TRIUM Global Executive MBA and PhD courses, as well as a wide range of programmes for managers and executives. Established in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris is a founding member of the Paris Saclay Campus and numbers a permanent faculty of 110 professors with more than 4,000 students and 8,500 managers and executives on its training programmes every year. HEC Paris was ranked as the number 2 business school in the general classification of European business schools published by the Financial Times in December 2015.

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