



Press Release: St.Gallen, 23 May 2008

A milestone in executive education

The University of St.Gallen opens the Executive Campus HSG and publishes a study about the learning behavior of more than 200 managers from Switzerland, Germany and Austria.

The University of St. Gallen (HSG) has once again set a landmark in executive education in the German-speaking area: it has extended its Convention and Executive Education Center with a seminar wing and overnight accommodation. Thus the HSG is the first university in the German-speaking area to have an integral campus entirely devoted to executive education. Thanks to donations from private individuals and corporations, the HSG Alumni Foundation was able to contribute CHF 14m to the overall costs of CHF 25.6m.

On 23 May 2008, the University of St.Gallen opened its Executive Campus HSG. For this purpose, the existing Holzweid Convention and Executive Education Center was extended with an additional seminar wing and a new building with 54 business rooms. This extension was funded by the Swiss Confederation with CHF 2.8m, the Canton of St.Gallen with CHF 8.8m, and the HSG Alumni Foundation with CHF 14m. Thanks to a unique fund-raising campaign, contributions were obtained from more than 200 donors, most of whom are HSG alumni who made donations as private individuals or through their companies. They include major groups such as Holcim and Swiss Re, regional SMEs, as well as prominent names such as Prince Hans-Adam II von und zu Liechtenstein and Josef Ackermann. Even personalities who did not study at the HSG, such as Ernesto Bertarelli and Thomas Schmidheiny, made generous contributions.

Foray into the Top 10 in Europe

On the Executive Campus HSG, the University of St.Gallen offers the entire range of executive education – from the Executive MBA and intensive courses for SMEs to tailor-made in-house programs for companies. The Campus provides a unique environment for executive education and allows for the realization of innovative teaching and learning formats. This extension constitutes a further milestone in executive education at the HSG, which intends to push into the field of Europe's Top 10 in this particular area.

A pioneer once more

"By opening an Executive Education Campus with overnight accommodation, the University offers modern executives the learning environment that is sought after by the education market. Thus, as in the case of the introduction of the Bologna system in 2001, the HSG is once again playing a pioneering role in German-speaking Europe," said Hans Ulrich Stöckling, Education Minister of the Canton of St.Gallen on the occasion of a media conference.

German-speaking Europe would continue to be the main market for executive education at the HSG, said Peter Gomez, Dean of the Executive School of Management, Technology and Law (ES-HSG). "After all, no other university can offer such a wide range of executive education programs." Executive

education, he continued, was increasingly becoming a global business, however, and the HSG would have to keep pace with it, first in Europe and then worldwide.

"Executive education, which has been an official task of the HSG ever since 1968, satisfies the requirements of education policy," said Ernst Mohr, President of the University of St.Gallen. "As a country that is poor in raw materials, we can only put our money into brains and the resource of education." Thanks to well founded programs that have passed the test of practical application, Mohr continued, the HSG was making a contribution towards preserving every individual's educational potential well into the later stages of their careers.

Unique private commitment

The extension of the Convention and Executive Center of the University of St.Gallen was an outstanding example of cooperation between the government and the private sector, emphasized Willi Haag, Minister of Public Works of the Canton of St.Gallen. "The fact that private individuals and trade and industry have put their shoulders to the wheel in such a generous way for an extension of the infrastructure of the University of St.Gallen is unique throughout Switzerland."

When the University had wanted to extend the existing Convention and Executive Education Center and to create overnight accommodation, it had been clear that no public funds would be available, said Urs Landolf, President of HSG Alumni. For this reason, the alumni organization with its more than 18,000 members had decided in 2001 to enable the extension to be built with private funds nonetheless in order to strengthen the alma mater and to "express our thanks – our thanks for the fact that the HSG provided us with an excellent education, which for many was and is an important foundation of their professional success".

For Raiffeisen, it had been a matter of course to take part in the funding of the extension of the Convention and Executive Education Center, said Pierin Vincenz, CEO of the Raiffeisen Group as the representative of the many private sector donors. "The presence of the University in St.Gallen creates benefits for the whole region. Many enterprises in Eastern Switzerland profit from the fact that students have come to know and appreciate the advantages of the region during their university years. Many of them stay on after their studies or return here in order to pursue their careers. And many start-ups bear witness to the spirit of innovation that emanates from the HSG."

Commitment to the region

As the HSG's third educational level, executive education is founded on, and derives the largest part of its clients from, the extended region. Three quarters of the approximately 4,000 executives that participate annually in the St.Gallen programs come from the Lake Constance region. The various programs for SMEs, too, are evidence of a commitment to St.Gallen and the Eastern Swiss economic area. The monies which St.Gallen taxpayers have invested in their University and now also in the new seminar rooms of the extended Convention and Executive Education Center have been well spent. Thus the HSG generates more than CHF 200m p.a. in terms of regional income. In addition, more than 100 new firms have been started up in the HSG environment to date.

Open day

To enable the general public to look behind the scenes of the extended Convention and Executive Education Center, the University of St.Gallen will open the Center's doors on Saturday, 24 May 2008, from 10.00-16.00 hours. Visitors will be able to explore the Executive Campus HSG and view presentations of executive education programs. Practical relevance will be evidenced by SME representatives

from the region. The inauguration proper was celebrated by some 300 guests from the world of politics, trade and industry, and academia on the evening of 23 May 2008.

Digital rift on the executive floor

How to managers learn? – HSG study with more than 200 executives

Modern forms of learning have only rarely found their way onto executive floors; managers still favor classic seminar events. In addition, managers' learning behavior lacks a distinct error culture. These are some results emerging from a survey of 214 executives from Switzerland, Germany and Austria with regard to their learning strategies conducted by the Swiss Centre for Innovations in Learning (scil) of the University of St.Gallen (HSG) for the first time. – The study was presented on Friday, 23 May 2008, on the occasion of the inauguration of the Executive Campus HSG. Please refer to the supplementary media release, including an interview with Prof. Dr. Sabine Seufert about this topic.

Images of the Executive Campus HSG can be downloaded from our media server through the following link: <https://media.unisg.ch/ims/login.do>.

For this purpose, enter the following combination in the PIN code field: 88KTB

Please quote the source of the pictures: Hanspeter Schiess Fotografie

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University of St.Gallen

Internationality, practical relevance and an integrative perspective have been the trademarks of education at the University of St.Gallen in Switzerland ever since it was established more than a century ago. Today, the University of St.Gallen (HSG) educates more than 5,300 students in the fields of Business Administration, Economics, Law and Social Sciences. The HSG has shown itself to be highly successful, having been consistently ranked among Europe's leading business universities (Financial Times - Ranking 2007: Ranked 1st in German-speaking Europe and ranked 25th out of the best business schools in Europe). Its holistic education, which meets the highest academic standards, has earned it the seal of approval of the EQUIS and AACSB accreditations. Academic degrees can be obtained at the Bachelor's, Master's and Doctoral Levels. In addition, the University of St.Gallen offers first-class and comprehensive courses in Executive Education. Thanks to an increasing number of programs taught in English, the HSG has shown itself to be attractive to international students. The focal points of research at the University of St.Gallen are crystallized in its 30 institutes and research centers, which constitute an integral part of the University. The institutes, which are largely autonomous and mostly self-financing, still remain closely connected to university operations.