



ESCP Business School and SRW&Co. launch ASEAN Global Leadership Programme

1 August 2024, London: ESCP Business School is launching its first ASEAN-specific Executive Education programme, designed for executives doing business in Southeast Asia, in partnership with regional management consulting firm SRW&Co.

ESCP will deliver the five-day ASEAN Global Leadership Programme (AGLP) in May 2025 in English at its Paris campus. The programme, entitled “Leadership Excellence: Harnessing the Power of Technology and Fine Arts”, will equip senior ASEAN executives with the knowledge and tools to address both the challenges and opportunities in the region.

Leon Laulusa, Executive President and Dean of ESCP, said: “We are excited to launch the ASEAN Global Leadership Programme in partnership with SRW&Co. This programme allows us to extend our reach to the growing markets of Southeast Asia and deliver a world-class education to leaders across the private and public sectors. At ESCP, we recognise that we are living through major environmental, technological, and societal transformations. The AGLP, as with all our programmes, aims to equip the next generation of leaders with the tools and mindset they need to navigate these changes.”

The world’s oldest business school with over 200 years of history, [ESCP](#) is a global leader in academic research and business education, committed to building a better future through purpose-driven leadership. ESCP’s strategic partnership with SRW&Co. to deliver the AGLP will provide executives with access to a world-class education and enable ESCP to strengthen its global presence and connect with more businesses in the vital ASEAN market, with 640 million people across 10 countries.

Veronique Tran, Executive Vice-President of ESCP, said: “With the rich history of Paris and ESCP as a backdrop, the programme will be a truly transformational and impactful experience for executives to broaden their worldview and engage with thought leaders from ESCP Business School across various disciplines. Joining the international ESCP community is beyond just embracing academic excellence, it is about learning how to make enlightened choices with confidence and optimism.”

SRW&Co. first offered its clients an ASEAN Global Leadership Programme in 2009 in collaboration with Cambridge Judge Business School. The ASEAN economy is growing fast, as reflected in the fact that aggregate GDP more than doubled to \$3.6 trillion between 2009, when the programme was founded, and 2022. Overall, 28 editions of the AGLP have been conducted to date in Europe, China and the USA, with AGLP alumni comprising more than 500 C-Suite and Board level executives in the private and public sectors.

The new programme, designed by ESCP Business School, will focus on four key components of Globalisation, Entrepreneurship, Innovation and Leadership.

Building on the unique expertise of the ESCP faculty, the programme will equip senior executives with cutting-edge strategies, tools and visionary thinking to navigate the future. The programme emphasises trend analysis, the intersection between art thinking and entrepreneurship, and people-

centric digital transformation, while providing immersive experiences and interactive sessions to enhance foresight, creativity, and leadership in a rapidly evolving business landscape.

Terence Tse, Programme Director and Affiliate Professor of Entrepreneurship at ESCP London Campus, said: “We have designed a custom programme that will help leaders develop a highly informed global perspective and competitive advantage by experiencing some of the best and most innovative thinking from ESCP faculty and industry experts. By leveraging dynamic approaches to teaching including lectures, workshops and immersive experiences, the programme will equip ASEAN leaders with the skills and foresight to better anticipate, navigate and respond to challenges effectively.”

This Executive Education programme will foster a collaborative learning environment where executives from diverse industries share insights and co-create the learning experience, alongside guidance from world-class faculty.

Daniel Wong, Chairman and Partner of SRW&Co., said: “The collaboration with ESCP Business School is in line with our company’s goal to provide a series of world class leadership development programmes across the globe for the benefit of the participants. Leveraging on the global expertise of ESCP as a top ranked pan-European business school, we are indeed very excited and honoured to work with ESCP in conducting a new AGLP edition in the spring of 2025.”

Registration for the ASEAN Global Leadership Programme 2025 is now open. The ESCP AGLP programme will take place from 19-23 May 2025 in Paris. For more information and registration, please contact Jolanda Sadrach via email at jolanda_sadrach@srwasia.com.

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About ESCP Business School

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way.

This conviction and ESCP’s values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 10,000+ students and 6,000 managers from 135 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

Website: escp.eu

Follow us on X and LinkedIn: [@escp_bs](https://twitter.com/escp_bs) and [@ESCP Business School](https://www.linkedin.com/company/escp-business-school)

About SRW&Co.

SRW&Co. is an ASEAN based regional management consulting firm with 3 core businesses in HR Management Consulting, Executive Education and HR Technology. We leverage the combined expertise and synergy of our Management Consulting, Executive Education and Technology businesses to provide a full range of integrated people management and development solutions. Our mission is to provide customised and technology-driven HR consulting services and products to improve the organisational and people performance of our clients.



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