



Paris, March 5th, 2021

## Congratulatory Letter

### Strive for excellence, Innovate for the future 110<sup>th</sup> Anniversary of Tsinghua University

Dear President Qiu,

As Dean of ESCP and on behalf of the whole School, I would like to express to you our very sincere congratulations on the 110th anniversary of Tsinghua University.

It is a great privilege for ESCP to participate in this prestigious event to celebrate the 110<sup>th</sup> anniversary of one of World's most prestigious universities and one of our most loyal partners, Tsinghua University. Our participation is the testimony of our long-standing partnership.

For ESCP, Tsinghua University is an example to follow. The impressive successes obtained over the past 110 years, have made you a comprehensive leader in Art & Design, in Economics & Management, in Public Policy and in Social Sciences. All along these years, your leading university has always known how to renew, reinvent, adapt and constantly improve a very high level of academic education for its students.

As ESCP is a bicentenary School, we know the effort and investment required to maintain excellence and quality to span the centuries. This is a tremendous accomplishment which I know will be perpetuated throughout your second century of existence. Our two Schools have been strategic partners for more than 10 years now: ESCP is immensely proud to work with a world-class leading university as yours.

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The global pandemic that the world is experiencing has posed new and many challenges, particularly for our Schools. However, I am convinced that our close ties enable us to meet these challenges. Your choice to focus this 110th anniversary under the banner of excellence and innovation for the future is an example of the bond that unites us.

Together, we share the same desire to pursue continuous innovation and creativity, in all academic and research fields. Your dedication to the well-being of Chinese society and to world development, illustrated by your motto "Self-discipline and Social Commitment", is fully in line with the social and sustainable engagement undertaken by ESCP. Our responsibility is to contribute to ecological transformation and sustainable development for the common good of humanity. These bonds are made even more tangible by the many partnerships of excellence we have forged between Tsinghua and ESCP:

- The Executive PhD in Art and Management in partnership with the Academy of Art and Design of the university (2018),
- The opening of the Maison franco-chinoise de l'Innovation, signed in 2018 in the presence of the French Prime Minister,
- Partnership with the School of Economics & Management (2019),
- Exchange agreement with the School of Social Sciences in the framework of the Bachelor's degree (2019),
- Exchange agreement for the MiM programme with the School of Public Policy & Management (2019)

These partnerships are an illustration of the strategic relationship between our two institutions. More than ever, we need to build necessary bridges between China and Europe to provide an effective response to the challenges we face.

Our collaboration and shared commitment is a hope for building a better future.

*Warmest wishes for your 110th Anniversary!*



**Prof. Frank Bournois**  
**Executive President & Dean**