







Press Release  
Nov. 26<sup>th</sup>, 2009

## Belgian Business Schools rewarded in the 2009 worldwide Business Schools ranking

### Eduniversal awards its Palmes 2009

COUNTRY	PALMES	SCHOOL	VOTE 2008	RANK 2008	VOTE 2009	RANK 2009
<b>Belgium</b>						
	5 Palmes	UNIVERSITE CATHOLIQUE DE LOUVAIN (UCL) - LOUVAIN SCHOOL OF MANAGEMENT	479 ‰	1st	473 ‰	1st
	5 Palmes	VLERICK LEUVEN GENT MANAGEMENT SCHOOL	355 ‰	2nd	271 ‰	2nd
	5 Palmes	UNIVERSITE LIBRE DE BRUXELLES - SOLVAY BUSINESS SCHOOL	227 ‰	3rd	267 ‰	3rd
	4 Palmes	UAMS - UNIVERSITEIT ANTWERPEN MANAGEMENT SCHOOL	204 ‰	1st	155 ‰	1st
	3 Palmes	KATHOLIEKE UNIVERSITEIT LEUVEN - FACULTY OF ECONOMICS AND APPLIED ECONOMICS	169 ‰	1st	240 ‰	1st
	3 Palmes	TEW - UNIVERSITEIT ANTWERPEN - FACULTEIT TOEGEPASTE ECONOMISCHE WETENSCHAPPEN	17 ‰	2nd	101 ‰	2nd

To have access to the Eduniversal worldwide ranking of Business Schools, please click on [http://www.eduniversal.com/rankings/select\\_country/id/7](http://www.eduniversal.com/rankings/select_country/id/7)

From November 2008 to March 2009, the 1,000 selected Business Schools' deans voted to give their recommendations about the Business Schools of the Eduniversal Official Selection.

Country by country, they were asked a simple question: "Which business school(s) would you recommend to anyone wishing to study in this country?"

They were expected to answer knowingly, thus voting for every country was not mandatory. And they were also requested to make a selection.

The deans have just returned their conclusions and the Eduniversal Palmes 2009 have therefore been awarded on October 26<sup>th</sup>, 2009, during the 2<sup>nd</sup> Eduniversal World Convention held in Cape Town (South Africa) from October 26<sup>th</sup> to October 28<sup>th</sup>. These unprecedented Palmes give a clear and exhaustive vision of the international and local influence of the selected Business Schools.

In other words, the purpose of these palms is **to compare** objectively a school of a given country or continent to another one.

Following this unparalleled vote, the members of the **International Scientific Committee** composed of 9 independent experts, each recognized both in their academic zone of influence and internationally, built up the different categories of the Business Schools in accordance with precise market segments as follow:

- ❖ **5 palmes** (100 schools) : **Universal** Business Schools with major international influence
- ❖ **4 palmes** (200 schools) : **Top** Business Schools internationally known
- ❖ **3 palmes** (400 schools) : **Excellent** Business Schools nationally strong and/or with continental links
- ❖ **2 palmes** (200 schools) : **Good** Business Schools with regional influence
- ❖ **1 palme** (100 schools) : **Local** references with great local influence

The Eduniversal Palmes were elaborated according to a **complete and innovating methodology** that takes into account all the aspects of the Business Schools' influence on 3 different levels:

- **International recognition through accreditations, memberships and international, regional and local rankings**
- **International awareness through the votes of the 1,000 deans**
- **The suggestions from the members of the International Scientific Committee**

**eduniversal.com: the reference search engine for all new higher education projects and international recruitment**

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**Launched on October 15th, 2007**, the website [www.eduniversal.com](http://www.eduniversal.com) is a genuine revolution into the global educative landscape.

**Created by SMBG, the leading company in France in student orientation**, is setting a new lead faced with the current situation of internationalization of skills and is laying the first stone of a global federation of education with Eduniversal.

The website [www.eduniversal.com](http://www.eduniversal.com) publishes the **Eduniversal Official Selection** and therefore is becoming the reference search engine for all new higher education projects and/or international recruitment. The Eduniversal Official Selection is made of a global map of **1,000 Business Schools** grouped by geographic zone and individual country. These **9 academic zones** (Africa, North America, Latin America, Central Asia, Eurasia and the Middle East, Eastern Europe, Western Europe, Far Eastern Asia and Oceania) cover a total of **153 countries**, inhabited by more than 97% of the world's population.

**Eduniversal's mission is to create the first online orientation and recruitment tool dedicated to students, HR departments and the representatives of the academic spheres.**

**eduniversal.com: the first online orientation and recruitment tool for the major actors of the worldwide Education**

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The benefits of Eduniversal are:

- **For students:** Eduniversal gives students the possibility to choose their best school for their course, based on their ambitions and means, in the region of their choice anywhere in the world.
- **For HR departments:** Eduniversal allows HR departments to identify in a few clicks their best local and/or global schools, to the four corners of the world, where they can either recruit the talented individuals they need or send employees for training.
- **For Business Schools:** Eduniversal gives business schools the opportunity to gain visibility amongst their target audiences and to measure their performance, evolution and durability both in their zone of influence and internationally.
- **For professors:** Eduniversal allows teachers to express themselves, show the value they bring to their sphere and develop their professional mobility.
- **For journalists:** Eduniversal lets journalists benefit from a single and universal global benchmark tool for evaluating performance of the principal global business schools over and above the existing rankings.

**Innovating and revolutionary, Eduniversal offers a universal light on the world of education giving the possibility to students of the whole world to choose the adequate course and degree. A selection principle which currently concerns business schools, but which will be extended in future to all areas of education.**

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**About SMBG-Eduniversal:**

Created in 1994, SMBG-Eduniversal is a specialized consulting company, whose purpose is to advice students, business schools, as well as corporations regarding orientation, coaching, education engineering and recruitment.

SMBG-Eduniversal has also developed a strong Media & Edition Department and offers to students and corporations quality and reliable tools such as websites ([www.smbg.fr](http://www.smbg.fr), [www.meilleurs-masters.com](http://www.meilleurs-masters.com), [www.meilleurs-bachelors.com](http://www.meilleurs-bachelors.com), [www.meilleures-grandes-ecoles.com](http://www.meilleures-grandes-ecoles.com)...) and its 11 free annual guidebooks of information.

SMBG has been quoted on the Stock Exchange since March 2007 on the market of EURONEXT PARIS.

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**Press & Media Relations:**

Solène Delorme

[solene.delorme@eduniversal.com](mailto:solene.delorme@eduniversal.com) / 00 33 6 45 14 35 34