

NEWS RELEASE

Wilfrid Laurier University



Laurier business school forges international partnership with Arizona State's School of Global Management and Leadership

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**Contact: Angela Forster, Director: Marketing and Communications
School of Business and Economics
Wilfrid Laurier University
(519 884-0710 ext. 3145
aforster@wlu.ca**

WATERLOO — The Laurier School of Business & Economics has signed an agreement of mutual cooperation with Arizona State University's School of Global Management and Leadership (SGML).

The partnership agreement is intended to promote cooperation between the schools' departments and programs, and is a component of Laurier's ongoing commitment to foster similar arrangements with other international organizations.

"North American relations are of critical importance for young Canadians, and especially for our business and economics students. This type of global cooperation between schools is imperative for our business students as the future leaders of our country," said Laurier dean of business and economics, Ginny Dybenko. "Laurier's objective is to be the leader in applied research on North American relations and to develop business graduates conversant in both Canadian and American 'business languages'."

The agreement will include the exchange of faculty members and students between the two universities and will focus on knowledge transfer, the development of quantitative research and collaborative teaching. As a first step toward developing a broader North American program, this initiative will target both graduate and undergraduate programs in a tri-lateral approach that will ultimately include a Mexican university.

"This is a very important first step in establishing a true partnership on many levels with a premier Canadian university," said Gary Waissi, dean of the School of Global Management and Leadership. "We have always been most interested in collaborative efforts, and there are many opportunities all over the world," he added. "But, we have to look north, too, because Canada is such an important resource of information and expertise for Phoenix, for Arizona, and for ASU."

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The partnership follows a commitment made by Laurier's Ginny Dybenko at a symposium on North American Relations held at the university earlier this year. Dybenko has made it part of her mandate to develop a strong international program for the Laurier School of Business and Economics, beginning with a North American focus.

Laurier's School of Business & Economics (SBE) is the largest English-speaking undergraduate business program in Canada and has a reputation for excellence. Laurier's undergraduate BBA and BA Economics programs offer top-notch academic instruction in a uniquely student-centred environment. Laurier SBE graduates are sought after in the marketplace for their in-depth quantitative and qualitative training and versatility.