

5 March 2002

Industry and University education

## Orange extends its cooperation with the iimt in Fribourg

**The partnership between the International Institute of Management in Telecommunications (iimt) in Fribourg and Orange set up at the end of 2000 is being considerably extended. As well as exchanging knowledge, there are also plans to organize joint events and to promote selected research projects.**

The iimt in Fribourg is the foremost, indeed the only higher education institution in the whole of Europe to offer an Executive MBA diploma in telecommunications management. This makes it an ideal partner for the mobile phone company Orange, which has successfully been able to position itself as the most innovative operator on the Swiss market. In order to guarantee a mutual exchange of know-how, the iimt and Orange decided at the end of 2000 to enter into a partnership. The scope of this partnership is now being massively extended.

This more intensive cooperation with the iimt marks a further milestone for Orange in its dialogue with higher educational institutions which focus on postgraduate studies in management. Orange is among other things also a partner of the Zurich Hochschule für Kunst und Gestaltung (College of Art and Design), which offers a postgraduate programme in mobile applications design.

The cooperation with higher educational institutes is an important component in Orange's sponsoring strategy, which aims to establish it as a partner in higher and further education.

### **Publications, seminars, research projects**

This closer cooperation with the iimt extends from specialist training and the promotion of innovation, to support for iimt academic publications and research in the telecommunications field. Knowledge gained, innovative projects and current solutions will be presented in jointly-run workshops and seminars that are open to the public. In this way the iimt and Orange will not only be contributing to the promotion of higher and further education but also emphasizing exchanges with industry.

### **Round tables and joint workshops**

Together with the Fribourg iimt, Orange is initiating a series of round table events directed primarily at representatives of SMBs and those interested in telecommunications. The emphasis of these events will lie on the one hand be on the presentation of successful practical solutions, but also on the other hand, on the exchange of knowledge between disciplines. The events are open to the public and will initially be free. In addition, Orange will be supporting the "iimt CRM Workshop" taking place on 14 May 2002 at Schloss Münchenwiler in Murten, at which the theme of customer care will be to the fore. Well-known speakers will be demonstrating how to maintain and foster successful customer relations.

For more information: [www.iimt.ch](http://www.iimt.ch)

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