

# INSEAD

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**Press release**

## **INSEAD and France Telecom-Orange establish 'The INSEAD Orange Endowed Scholarship for Emerging Markets'**

*Scholarship to provide opportunities for students  
from emerging market-countries to pursue an MBA*

**Paris, France and Singapore, 17 July 2009** – INSEAD, the leading international business school, and France Telecom, one of the world's leading telecommunications operators whose key brand is Orange, announced today the development of the 'INSEAD Orange Endowed Scholarship for Emerging Markets.' This endowed scholarship will, in perpetuity, enable students from emerging countries to pursue an MBA at INSEAD and benefit from a world-class, diverse and multicultural business education.

The INSEAD Orange Endowed Scholarship for Emerging Markets supports the school's mission to attract the best and brightest students from around the world and provide financial assistance to exceptional candidates from countries with developing economies. France Telecom's global footprint, combined with INSEAD's renowned management education, will combine to offer economic and social value to developing regions of the world by improving individual human talents.

By educating future business leaders from emerging countries, this scholarship will help establish best practices in those countries. A lot of students receiving the INSEAD Orange Endowed Scholarship are from countries in which Orange operates and it is possible that many could return to these regions where they will have a positive impact by way of their careers.

'France Telecom-Orange's gift reinforces INSEAD's commitment to leadership without borders,' said J. Frank Brown, Dean of INSEAD. 'It is critical to provide opportunities for all deserving individuals to pursue their MBA regardless of geography and financial capacity. The importance of granting a scholarship to emerging market candidates is particularly acute as there is often little or no capacity in these nations to obtain loans or grants.'

Olivier Barberot, Senior Vice President of Human Resources at France Telecom-Orange added: 'We are honoured to support deserving MBA students at INSEAD with a vital foundation towards their becoming global leaders who appreciate diversity, collaboration and creativity.'

The scholarship will support candidates from emerging countries, of which : Armenia; Brazil; Central African Republic; Dominican Republic; Dubai; Egypt; India; Kenya; Madagascar; Moldova; Niger; Romania; Russia; Slovakia; South Africa; and Uganda.

### **About France Telecom-Orange**

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 123 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2008, France Telecom had consolidated sales of 53.5 billion

euros (12.7 billion euros for the first quarter of 2009) and at 31 March 2009, the Group had a customer base of almost 184 million customers in 30 countries. These include 123 million mobile customers worldwide and 13 million broadband Internet (ADSL) customers in Europe. Orange is the number three mobile operator and the number one provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

For more information: [www.orange.com](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://www.orange-business.com)

### **About INSEAD, The Business School for the World**

As one of the world's leading and largest graduate business schools, INSEAD brings together people, cultures and ideas from around the world to change lives and transform organisations. This worldly perspective and cultural diversity are reflected in all aspects of our research and teaching.

With two campuses in Asia (Singapore) and Europe (France), two centres in Israel and Abu Dhabi, and an office in New York, INSEAD extends the reach of its business education and research across three continents. Our 137 renowned faculty members from 35 countries inspire more than 1,000 degree participants in our MBA, Executive MBA and PhD programmes. In addition, more than 9,500 executives participate in INSEAD's executive education programmes. With the INSEAD-Wharton Alliance, we deliver MBA and co-branded executive education programmes on Wharton's U.S. campuses in Philadelphia and San Francisco, as well as on our campuses in Asia and Europe.

Today's organisations need leaders with the knowledge and sensitivity to operate anywhere in the world. This is why business turns to INSEAD – to develop the next generation of transcultural leaders.

More information about INSEAD can be found at [www.insead.edu](http://www.insead.edu).

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