

Stran: 1

Doseg:

Država: Madžarska

Površina: 519 cm²

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Meeting Point for the Exchange of Ideas

CLIMBING THE CAREER LADDER SHOULD REQUIRE MORAL COMPASS



The origins of **IEDC** – Bled School of Management go back to 1986 when the Executive Development Center was established to prepare managers to lead companies toward a market economy. "28 years ago, it was, of course, a challenge to overcome resistance from the rigid political environment that predominated in that part of the world and to build over the years the first business school in Central and Eastern Europe," the founder and dean of the institution in Slovenia, Prof. **Danica Purg**, tells Diplomacy & Trade. The second milestone was

the internationalization of the school, with the launch of the international Executive **MBA** program in 1992. A year later, a further important step was the creation of **CEEMAN** – an international association of business schools which today connects over 215 schools from 54 countries. "Our ambition has been to develop **IEDC** not only as a prominent business school but also as a major meeting point for the exchange of ideas and best management practices in the region," she adds. She highlights that "the School's motto has always been 'only the best is good enough!' – relentlessly pursued in all areas: in high standards in the selection of

faculty, in the teaching approach and content, in the approach to students, including providing a comfortable and stimulating learning and meeting environment at the state-of-the-art facilities in the alpine town of Bled." Prof. Purg points out that "in our leadership programs and even more so in our customized programs prepared for specific needs of individual companies, **IEDC** sees itself as a real strategic partner. That requires less standard classroom-based courses and more dealing with complex, multi-dimensional topics, discussions with various stakeholders, management workshops, experiential learning and mentoring. As a confirmation of our efforts and results, **IEDC** was acclaimed in 2002 by the British Minister for Europe as 'the best small business school in Europe' and was presented in 2012 with the **MBA** Innovation Award for holding one of the four most innovative **MBA** programs among the more than 700 accredited by AMBA."

There is a network of graduates from over 70 countries, mainly from the Central and Eastern European region, but also well beyond: from Canada, United States, Asia and Africa. "There are also some from Hungary; for now only a few as

individual participants but in greater number in customized programs," she adds.

IEDC has its own faculty and over 50 renowned visiting professors, many of them from the best European and North American business schools and management development institutions from about 30 countries. Professor selection is based on the highest professional and ethical standards and references.

As president and dean, **Danica Purg** has from the beginning included ethics and responsible leadership in the fundamentals of the school. "We develop future leaders and their decisions are very important for the future! Apart from conveying best knowledge and practices, we shape characters and develop personalities. We teach that climbing up the career ladder is impossible without the moral compass. This has always been a philosophy of mine which I passed forward to the school and made sure that **IEDC** cooperates with local and international initiatives which share the same values," she concludes.

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The Attractive Building Envelope

SINGLE HUNGARIAN PROJECT BIGGER THAN AVERAGE ANNUAL SALES IN HUNGARY



"With over 50 years of experience and worldwide realized projects, Trimo Group provides highly efficient, innovative and sustainable roofs and facades for business, commercial, sport and leisure or industrial buildings. The core businesses of the Group are fire proof roofs and prestigious architectural awards. We sell products and services across more than 50 countries worldwide and have production facilities in Slovenia, Serbia, Russia and the United Arab Emirates. In 50 years we have sold and produced

more than 45 million m² roofs and facades. representative office. Péter Csillár joined the company in 2007 and he has been the Head of Sales in Hungary since 2009. However, that is not his only Slovenian connection as he completed an undergraduate general manager course at the **Bled School of Management** in 2008. "In almost 15 years, we have built a hall reconstruction in Budapest, MetaloBox in Székesfehérvár and COLOPLAST in Nyírbátor. We provide the best quality products with the best technical solutions for

the most demanding customers," he says.

One of Trimo's biggest projects ever is connected to Hungary: building

