

October 22, 2026
Press release

GEM Alpine
Business
School

FROM GRENOBLE TO CHENGDU IN CHINA: GEM PARTNERS WITH ONE OF THE WORLD'S TOP 10 UNIVERSITIES FOR AI TO TRAIN THE LEADERS WHO WILL SHAPE ITS FUTURE

After eight years of collaboration, GEM and the **University of Electronic Science and Technology of China (UESTC)** are taking a new step in their partnership with **the launch of the first cohort of their joint “MSc Managing with Data and Artificial Intelligence” program in Chengdu on 11 October**. The two institutions welcome 49 students in this inaugural cohort, with the capacity to accommodate up to 90 students per intake in the future.

FROM EUROPE'S “SILICON VALLEY” TO CHENGDU: TWO TECHNOLOGY ECOSYSTEMS, ONE SHARED VISION

GEM was founded in Grenoble, at the heart of one of Europe's most concentrated scientific and industrial ecosystems, spanning semiconductors, micro- and nanotechnologies, and cutting-edge research. This concentration of expertise has earned Grenoble the reputation of a true **“European Silicon Valley.”**

Named **European Capital of Innovation 2026**, the city provides a natural home for GEM, which, since its founding in 1984, has made technology management, innovation and the integration of diverse skill sets central to its identity. Meanwhile, UESTC celebrates its 70th anniversary this year. It has educated **generations of engineers and scientists who have helped build China's electronics industry**. Today, it ranks **6th worldwide in artificial intelligence** (U.S. News, 2026–2027) and **2nd worldwide in telecommunications engineering** (Shanghai Ranking, 2026). Two institutions shaped by technology, united by a shared conviction: innovation only creates value when it is understood, guided and effectively managed.

AI CAN'T JUST BE DECLARED, IT HAS TO BE MANAGED

Over two years at the Chengdu campus, students combine UESTC's technological strength with GEM's expertise in strategy and organizational management.

Their mission: to learn how to turn data and AI into actionable decisions by tackling real-world business challenges.



“The future belongs to professionals who can combine technological understanding a managerial vision. How can create value responsibly? How can technology and human judgement work together? These are not just technical questions; they are strategic, managerial and societal challenges.” says **Philippe Monin, Academic dean of GEM.**

IN CHINA, GEM TAKES A NEW STEP: FROM COOPERATION TO A LONG-TERM ACADEMIC PRESENCE

Developed by **Jie Yan**, Ph.D., Professor of Strategy and Technology Management at GEM and Director of the MSc MDAI Chengdu programme, this programme is the result of eight years of collaboration between GEM and UESTC. **Approved by China's Ministry of Education in May 2026**, it was officially launched on 11 October at UESTC's Qingshuihe campus, in the presence of **Fouziya Bouzerda**, General Director of GEM, and **Philippe Monin**, Academic Director of GEM.

Dr Chen Yingrui also addressed the audience. A Doctor of Business Administration (DBA) graduate of GEM and an executive at Sichuan Huashi Group, he exemplifies the **reach and influence of GEM's alumni network in China**. A pioneer in Europe, GEM was the first European business school to launch a DBA programme, more than 30 years ago. **Today, the programme brings together a network of more than 700 alumni worldwide.**

For GEM, the MSc Managing with Data and Artificial Intelligence marks a key milestone in its EAGLE 2030 strategic plan: bringing its academic expertise to the heart of the world's leading technology ecosystems.

KEY FACTS

49 students in the first cohort, with a target of 90 students per cohort in the future.

2-year program based in Chengdu.

UESTC:

44,000 students

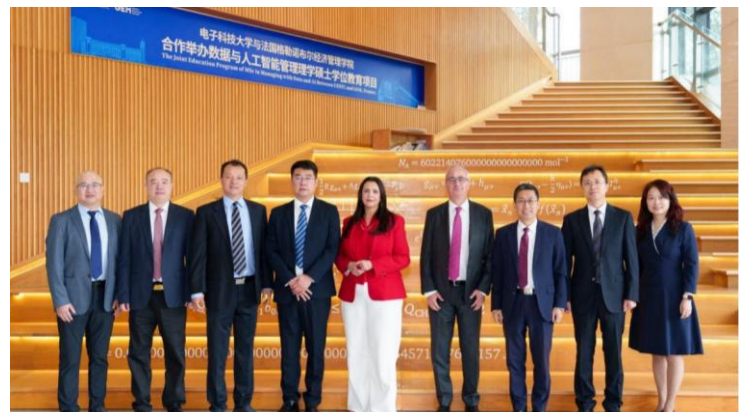
6th worldwide in Artificial Intelligence (U.S. News, 2026–2027)

2nd worldwide in Telecommunications Engineering (Shanghai Ranking, 2026)

+ 700 GEM DBA alumni worldwide.



"UESTC and GEM share a common ambition: to bring together technological expertise, management and human judgement. This ambition is now taking shape with the arrival of 49 students in our joint program. Rooted in the Alps and open to the world, GEM builds bridges between science, transitions and experiential learning. The technologies these students will study are powerful; it is their judgement and values that will enable them to put these technologies to work for the benefit of society." says **Fouziya Bouzerda**, General Director of GEM.



Official launch of the MSc Managing with Data and Artificial Intelligence in October at UESTC's Qingshuihe campus.

ABOUT GEM: Founded in 1984, GEM is a 'grande école' with triple accreditation (AACSB, EQUIS, AMBA), recognised for its academic excellence, its technological ethos and its international outlook. As the first French business school to adopt the status of a 'Société à Mission' (Mission-Driven Company), GEM places innovation, sustainability and societal impact at the heart of its strategy. With its EAGLE 2030 plan, GEM is scaling up to become GEM Alpine Business School, a pioneer in science, educational travel and major societal transitions. It trains agile, hybrid professionals capable of thinking and acting in a changing world. Every year, 7,000 students embark on a transformative journey at the campuses in Grenoble, Paris and Lyon, thanks to an immersive teaching approach and a network of over 230 academic partners worldwide.

PRESS CONTACTS

Sophie Almozini sophie.almozini@grenoble-em.com +33 6 30 28 03 75 / **Arifé Yildiz** arife.yildiz@grenoble-em.com