


# ALPS CAMPUS AND WORLD TRADE CENTER: GEM TRANSFORMS ITS FACILITIES TO SUPPORT ITS NEXT PHASE OF GROWTH

*Two years after launching its EAGLE 2030 strategic plan and one year after rolling out its new brand platform, including its Alpine Business School signature, GEM is taking another step in its transformation. The School is inaugurating its renovated Alps Campus facilities and expanding its capacity at the World Trade Center (WTC) to support its growth and strengthen its ability to deliver across its academic, international and events activities.*

## TRANSFORMING THE ALPS CAMPUS TO ENHANCE THE STUDENT EXPERIENCE

Following its strategic repositioning and brand renewal, GEM's transformation is now also taking shape in its physical spaces, redesigned to support the School's evolving needs and activities.

On Tuesday, November 3, GEM inaugurated the renovated spaces at its Alps Campus, in the presence of representatives from the Grenoble Chamber of Commerce and Industry (CCI). **The renovation covered five areas: the reception hall, two cafeterias, the mezzanine and the veranda**. Beyond modernizing its facilities, the project reflects GEM's commitment to **placing the student experience at the heart of its campus infrastructure**. Students were involved in the project from the outset, helping shape spaces that encourage interaction, collaborative work, networking and campus life, in line with GEM's educational approach.

## WTC: A 600-SEAT AUDITORIUM AND A 1,200 SQM ATRIUM TO SUPPORT GEM'S ACTIVITIES AND THE LOCAL COMMUNITY

In addition to transforming its Alps Campus, GEM now has access to new facilities at Grenoble's World Trade Center, made available by the Grenoble Chamber of Commerce and Industry (CCI).

**These facilities address three main needs**:

- Academic activities: the **600-seat auditorium** will provide additional capacity, particularly during peak periods such as entrance examinations and final exams.
- GEM's major events: the Career Fair, the Grenoble Geopolitics Forum and graduation ceremonies, with **a 1,200 sqm atrium suited to large-scale events**.
- Engagement with the local ecosystem: the facilities will also support events involving local economic and institutional stakeholders.

These new facilities will enable GEM to meet the evolving needs of its academic and event activities, while further strengthening its ties with the region's economic and institutional stakeholders.



Pascal André, Pierre Streiff (Grenoble Chamber of Commerce and Industry – CCI) and Fouziya Bouzerda



*"Investing in our campus means investing in the student experience, the quality of our programs and our ability to welcome the stakeholders who contribute to our ecosystem. These new facilities give us the means to take a significant step forward and continue to develop GEM across all its activities, further strengthening its profile and influence in France and internationally."*

**Fouziya Bouzerda,** General Director of GEM

**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.

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