

Cergy-Pontoise & Singapore, 5 July 2010

ESSEC IRENE ASIA: Building a New Silk Road

ESSEC's Institute for Research and Education on Negotiation (IRENE) has announced its decision to set up an Asian branch at the ESSEC Campus in Singapore, with the appointment of Mr. Ta-Wei CHAO as Executive Director.

Growing exchanges between Asia and Europe are increasing the need for mutual understanding about culture, values, interests and negotiating styles: a new 'silk road'. IRENE, the leading research and education centre on negotiation and conflict management in Europe, aims to contribute to fostering this mutual understanding, building on its European roots and ESSEC's extensive reach in Asia, via the creation of IRENE ASIA.

The goal of ESSEC IRENE ASIA is to become a platform where scholars and practitioners from Europe and Asia can test new ideas, exchange best practices, and enhance their mutual understanding on negotiation, mediation, and conflict management. Research projects, publications, higher education teaching, executive education programs, and other academic events will be launched in the following months.

In support of these developments, ESSEC IRENE is also pleased to announce:

- ***The launch of its Chinese website*** (<http://www.essec-irene.com/cn/index.html>), which will facilitate exchanges with scholars and professionals in the Chinese-speaking world;
- ***the publication with Peking University Press***, one of the most prestigious publishers in China, ***of the Chinese version of the best-selling Méthode de négociation*** (co-authored by Alain LEMPEREUR and Aurélien COLSON, Dunod, 2004 & 2010). Mr. Ta-Wei CHAO will be the editor of this version, adapting the content to the Chinese context. The release date of the new book is planned for the end of 2010; and,
- ***the publication of the Vietnamese version of Méthode de négociation***, to be released in 2011 by NHAN TRI VIET publishing house.

About Mr. Ta-Wei CHAO

Before his appointment as Executive Director of IRENE ASIA, Ta-Wei Chao was a visiting expert at ESSEC IRENE and has been a consulting manager at Accenture Taipei office. Within ESSEC IRENE, he designed the program “Business Negotiation in China” and delivered executive trainings in Europe and Asia, for companies and business organizations (Faurecia, Alcatel-Lucent, Singapore Venture Capital and Private Equity Association, French Chamber of Commerce and Industry in Hong Kong), public organizations (European Commission), and higher education institutions (ESSEC, ENA, Sciences Po Paris, Shanghai Administration Institute). Mr. Chao is also the academic director of ESSEC’s executive program “China: Business Opportunities, Challenges and Solutions”. He received his master degree in Transportation Engineering and a bachelor in Civil Engineering from the National Taiwan University, Taipei, Taiwan. Chinese and Taiwanese are his mother tongues. He can also speak English and French.

About ESSEC Campus in Singapore

The ESSEC Singapore campus is located in the state-of-the-art National Library building in the city center. It is an ideal location on the Asian continent for students who wish to discover the diversity of this region and take part in Asia’s booming development. As a learning and research center, ESSEC’s Singapore campus opens doors to programs geared towards management in general and issues specific to Asia in particular. For more information about the ESSEC Singapore campus, please refer to <http://www.essec.edu/student-life/campuses/singapore.html> – Director: Prof. Christian KOENIG, PhD.

About ESSEC IRENE

The Institute for Research and Education on Negotiation, established at ESSEC Business School in 1996, pursues three missions: (1) *developing theoretical and applied research* in the fields of negotiation, mediation and conflict resolution; (2) *sharing operational concepts through participative trainings* which mobilize case studies and simulations, with 2,500 participants joining our seminars every year; (3) *facilitating dialogue and reconciliation in post-conflict societies* through our “Negotiators of the World” program. So far, ESSEC IRÉNÉ has conducted operations in 53 countries. For more information, please visit our website: <http://www.essec-irene.com> / irene@essec.fr – Director: Prof. Aurélien COLSON, PhD.

About ESSEC Business School

The ESSEC Group (Ecole Supérieure des Sciences Economiques et Commerciales), founded in 1907, is a major actor in management education on the world scene. With 4,200 students, a wide range of academic programs offered in management, partnerships with the most prestigious universities in the world, a network of 35,000 alumni, and a faculty composed of 135 permanent professors, renowned for quality and influential research, ESSEC has an established reputation for academic excellence and an innovative socially and economically aware, open-minded culture. For more information, visit: www.essec.edu.

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