

FOR IMMEDIATE RELEASE

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EU STUDENTS AND HOLCIM CHAMPION ENTREPRENEURSHIP FOR PEOPLE AND THE PLANET

- **Launching this fall, the EUBSxHolcim Entrepreneurship Challenge is a new business competition designed to foster students' creative skillsets and develop connections in enterprise.**
- **Students from all levels and programs of study across all EU campuses will pitch their business ideas to panels of Holcim industry experts, gaining real-world experience through feedback and mentorship.**
- **This collaboration with Holcim forms part of EU's ongoing dedication to providing real-world entrepreneurial experience and networking opportunities for our creative and dynamic student community.**

EU Business School (EU), an international business school with campuses in Barcelona, Geneva and Munich, in addition to its Digital Campus, and Holcim, a global leader in sustainable construction, are proud to announce the **EUBSxHolcim Entrepreneurship Challenge**, an exciting opportunity for student entrepreneurs to showcase their business innovation and creative skillsets.

The EUBSxHolcim Entrepreneurship Challenge invites teams of students to develop and present original business ideas that align with the needs and values of modern, sustainable industry, benefiting both people and the planet. The competition acts as a platform for EU's emerging entrepreneurs from a variety of business disciplines, allowing them to develop their product design skills and gain access to a diverse range of networks.

The challenge is built on original business concepts, which are presented and refined over the course of six months of dynamic activity, with students working in teams to incorporate expert feedback to optimize their products. Judging criteria will focus on aspects such as creativity, market potential, feasibility and environmental and social impact. The Entrepreneurship Challenge will culminate in a final pitching session, which will take place in Saint-Quentin-Fallavier, France, in April 2025. The winning team will receive a unique six-month mentorship opportunity provided by Holcim.

"At EU, entrepreneurship is in our DNA. We have chosen to collaborate with Holcim, an established global leader in innovation, to reinforce our students' entrepreneurial mindset, which forms the base of EU's learning experience," says Luc Craen, Managing Director of EU Business School. *"The EUBSxHolcim Entrepreneurship Challenge marks a significant milestone in EU's ongoing commitment to supporting and developing the talents and ambitions of our innovative student community, empowering them to think outside the box and bring their business visions to life."*

Alfonso Paradinas Aguilera, Chief Marketing Officer at Holcim, adds that *"innovation is at the core of everything we do at Holcim. From decarbonization to circular construction, from 3D printing to digitalization and AI, Holcim is reshaping not just our industry but the way buildings will be built in the future. Our partnership with EU Business School will enable us to attract the best talent to help accelerate our innovation journey."*

Championing excellence in business, Holcim is a global leader in innovative and sustainable building solutions striving to decarbonize building for a net zero future, building progress for people and the planet. Employing over 63,000

professionals around the globe, it registered net sales of CHF 27.0 billion in 2023. Holcim's core philosophy of building progress for people and the planet reflects the defining drive of EU students, who seek to make a difference to the lives of others through shared, sustainable success in business at the global level.

The first phase of the EUBSxHolcim Entrepreneurship Challenge is due to begin on **November 22, 2024**.

For more information, please contact Ms. Claire Basterfield, Director of Communications of EU Business School, at c.basterfield@euruni.edu or by telephone on + 34 93 201 81 71

About EU: Founded in 1973, EU Business School (EU) is an international, professionally accredited, high-ranking business school with campuses in Barcelona, Geneva and Munich as well as a digital campus. Offering foundation, bachelor's, master's and MBA programs, taught exclusively in English, it has been awarded four stars overall by QS Stars. Students at EU benefit from a truly international environment with students and lecturers of over 130 nationalities and an alumni network of more than 30,000 members. The programs offered at EU include state-recognized degrees from the University of Derby and London Metropolitan University in the U.K.; Dublin Business School in Ireland; as well as university bachelor's, master's and MBA programs (*título propio*) from Universidad Católica San Antonio de Murcia (UCAM) in Spain. Since 2022, it forms part of OMNES Education Group.