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**Indre-et-Loire - Tours - Education**

## Brazilian and Indian students at IAE

6/11/2014 5:35

Who says the French universities were not attractive? This is certainly not shared by the ten Brazilian students came to attend for a month, during the Master marketing services IAE (Institut d'Administration des Entreprises) Tours sentiment. Since 2009, the facility located at Two Lions welcomes autumn promotion relocated from the University of Rio de Janeiro. Promotion composed of students journey to say the least unusual: most of them are already in positions of responsibility in Brazil, and following an MBA program (1) to provide a boost to a career already provided.

This is the case of Magali, a Carioca aged fifty years: " *I am a physician and director of one of the largest clinics in Rio. Health is a very competitive industry in my country here, so I want to improve the marketing of my work.* " This year, the Brazilians will for the first time accompanied by four Indians from the IMI (2) Calcutta. Mohua Banerjee, professor overseeing this "test" class supposed to deliver a sustainable partnership with raved enough about the faculty: " *The French public education enjoys a certain prestige in India, and your expertise in e-commerce and e-marketing is much better than the United States.* "

But beware: culture is waiting for you! A visit to the castle of Chenonceau and a tasting cellars Duhard Amboise are indeed the program. Really, all the French expertise are honored at IAE ...

(1) Master of Business Administration. (2) International management institute.

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International promotion 2014-2015 after his first course, delivered in English by Mrs. Garets of.

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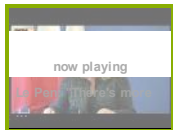
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