

# Press release

Berlin, May 3, 2018

## ESMT Berlin sells Schloss Gracht and moves ahead with international expansion

- Integration of German and English-language executive education programs complete
- Focus on Berlin campus
- Strategy to expand internationally and increase range of digital courses
- All employees of Schloss Gracht receive an offer of employment

Fifteen years after the start of the first executive education program at ESMT Berlin and fifty years after the founding at Schloss Gracht of the "Universitätsseminar der Wirtschaft" (USW), the predecessor to ESMT, the integration of all executive education programs in English and German has been completed. As a result of this successful process, ESMT is placing its focus in Germany on its main campus in Berlin and selling Schloss Gracht as of November 30, 2018. At the same time, ESMT is expanding its international and digital competencies. The new owner of Schloss Gracht is the Panzer family. The castle is being developed into a center for stress medicine and prevention. Furthermore, scientific and university research projects are to be carried out at the site through national and international cooperations. All employees at the Schloss Gracht location will receive an offer of employment.

"Schloss Gracht is and will remain an important part of our history. We would like to thank our colleagues for their great service and for the successful development in executive education and of the hotel," said [Prof. Jörg Rocholl](#), President of ESMT. "Our executive education programs, held in English and German, are a central component of our teaching activities, and we plan to continue growing our portfolio in Berlin and around the world."

In order to promote further development abroad, ESMT opened a branch office in Shanghai, China, in 2017. From autumn 2018, the school will also offer a dual Executive Master of Business Administration/Master of Public Administration (Executive MBA/MPA) in Doha, Qatar.

"In recent years, ESMT has developed exceptionally, both academically and economically. This sale allows ESMT to accelerate its international and digital expansion. The Board of Trustees of the ESMT Foundation welcomes this strategic direction," said Dr. Dieter Zetsche, Chairman of the Board of Trustees and CEO of Daimler AG.

ESMT is consistently increasing its competence in online education. Starting in autumn of this year, it will offer online and so-called "blended" programs on a platform developed together with other leading international academic partners. "Blended" describes executive education and degree programs that include both an online and a classroom component. "We are seizing the market opportunities arising from digitalization and plan to advance ESMT to a market leader in digital education," said [Dr. Norbert Sack](#), Dean of Executive Education.

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### About ESMT Berlin

ESMT Berlin was founded by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, a master's in management, as well as open enrollment and customized executive



education programs. ESMT focuses on three main topics: leadership, innovation, and analytics. ESMT faculty publishes in top academic journals. Additionally, the business school provides an interdisciplinary platform for discourse between politics, business, and academia. The business school is based in Berlin, Germany, and has a branch office in Shanghai, China. ESMT is a private business school with the right to grant PhDs and is accredited by the German state, AACSB, AMBA, EQUIS, and FIBAA. [www.esmt.org](http://www.esmt.org)