News Release

University of St.Gallen joins forces with leading European Retailers: Institute of Marketing and Retailing introduces Retail-Lab

St.Gallen, December 1st 2006. The Institute of Marketing and Retailing at the University of St.Gallen and leading European retailers will officially launch a new partnership program called ‘Retail-Lab’ on January 1st 2007. The aim of the program is to help retail companies adapt to the changing demands they face in management education, retail executive networking, and recruiting university students. Participation in the partnership program is limited to selected retailers. As of today, retail partners are: Metro Cash&Carry, Media Saturn Holding, Migros, and Valora.

Initiated and headed by Prof. Dr. Thomas Rudolph of the Chair for International Retail Management, the Retail-Lab partnership program consists of the four components 'Research', 'Board Summit', 'Recruitment', and 'Certificate Program'. The combination of the four Retail-Lab components assist retail companies in competing successfully in dynamic global markets: The Research component offers partners participation at exclusive workshops on current topics in retailing. At an annual Board Summit, members of the board of the participating retail companies and Prof. Dr. Thomas Rudolph exchange business ideas and experiences. An online platform for retail careers will enable students to learn more about careers in retailing and allow retailers to offer internships and jobs online. A two-day recruitment event will additionally bring together retailers and university students and allow for direct talentscouting. A retail-specific executive education program for senior retail managers constitutes the fourth component of the Retail-Lab and is offered by the University of St.Gallen in cooperation with Oxford University’s Said Business School and ESADE Business School in Barcelona.

For more information about the Retail-Lab partnership program visit www.retail-lab.com

Press Contact Retail-Lab
Please address your enquiries to press@retail-lab.com
Prof. Dr. Thomas Rudolph may be reached for interviews at +41-71-224-2856