



IEDC expands to meet demand

By Kester Eddy

The IEDC-Bled School of Management in Slovenia is expanding both teaching space and faculty to meet growing demand.

Last month the school opened an 840 sq m building costing €3.3m (\$4.1m), adding about 50 per cent more teaching space to the lakeside complex.

Spokeswoman Tanya Zabukovnik says: "All our programmes, most especially customised programmes for companies, are seeing increased demand. This adds a big classroom for up to 170 participants, a smaller classroom for 35 people and 10 seminar rooms for work in smaller teams."

In another development, the school has teamed up with Coca-Cola, the soft drinks company, to establish a chair of marketing at IEDC. While the size of the Coca-Cola donation supporting the chair is undisclosed, it is the largest single research grant in the school's 22-year history. The chair is the first financed by the company in central and eastern Europe and only the third of its kind in the world.

Under the protocol signed this year, Coca-Cola and the school will jointly sponsor the chair for two years, with an option for an additional two years, subject to the agreement of both parties.

"We are preparing for an experienced professor who will be promoting research into consumer marketing in this region," says Danica Purg, IEDC president.

The recruitment process is under way and the school hopes an appointment will be made soon.