

EMergeon' 13 kicks off at Great Lakes Institute

Author: Express News Service

- Published Date: Nov 11, 2013 8:03 AM
- Last Updated: Nov 11, 2013 8:03 AM

Great Lakes Institute of Management, Chennai held its B-school fest EMergeon '13 recently on its platinum-rated LEED certified campus. The theme for the year was 'Dawn of New Light - Resurgence of Emerging Markets.'

Great Lakes Institute of Management, Chennai held its B-school fest EMergeon '13 recently on its platinum-rated LEED certified campus. The theme for the year was 'Dawn of New Light - Resurgence of Emerging Markets.'

The fest was kicked off by the first batch PGDM students.

Students from other premier B –Schools across the country such as IIMs, ISB, IIFT, IITs, SP Jain and XLRI also participated in the fest.

The programme was modelled keeping in mind the characteristics of emerging economies market. This structure enabled the students to critically think and focus towards doing business in the emerging market countries.

In his welcome speech Sriram, executive director, Great Lakes Institute of Management, spoke about the importance of possessing forecasting skills and assessing future of the market. He added, "I am happy to be here to inaugurate this event, I wish and congratulate the students of PGDM for initiating the first edition of EMergeon successfully and thinking with touch of future."

The event was graced by Moo Soo Kim, MD and CEO, Woori Bank.

"I congratulate the team of Great Lakes for reaching new heights at such a short span of time since its establishment. The credit for the success goes to the founder Bala V," Moo Soo Kim said in his inaugural address.

Copyright © 2012 The New Indian Express. All rights reserved.