

Prestigious Beijing University MBA Signs Renewal with AsiaXPAT

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AsiaXPAT is pleased to confirm that the prestigious Tsinghua University in Beijing will once again target our members in Hong Kong, Shanghai, and Beijing to recruit new candidates for their MBA programme.

Tsinghua's Marketing Manager Linda Lu commented on the extension of the relationship with AsiaXPAT stating, "AsiaXPAT allows us to capture the attention of a difficult to reach demographic in a cost-effective manner and we once again anticipate strong interest in our programme from this new campaign."

AsiaXPAT heavily targets both Asian and Expat professionals and executives working in the region and a recent demographic survey confirms that site users offer a prime candidate pool for management programmes.

"Our sizeable audience is a broad mix of nationalities from Asia and the West with commonalities that include high levels of education, affluence and high achievement aspirations. As such we would expect that Tsinghua will again be able to source numerous qualified candidates from our membership," indicated Paul Luciw, Managing Director of AsiaXPAT.

About AsiaXPAT

AsiaXPAT (AX) operates the dominant pan-Asian web portal network for professionals living in and moving to major cities in Asia with over 500,000 unique visitors per month and over 60,000 registered members. Each of the 14 city-specific AX portals provides an extensive online resource that includes interactive advice forums, classifieds, property listings, city guides, nightlife and dining information, exclusive offers from 5 star resorts, careers, personals and other content that is relevant to high income professionals.

About The Tsinghua-INSEAD Dual Degree EMBA Programme (TIEMBA)

It is jointly launched by Tsinghua University's renowned School of Economics and Management, the first school in mainland China with AACSB and EQUIS accreditations, and INSEAD. With an East Asian focus, the joint programme equips future business leaders with multiple perspectives needed to triumph in the changing and challenging era. Managerial competence, global mindset, rigorous education, in-depth personal development and international networking opportunities make the Tsinghua-INSEAD Executive MBA a life changing experience.

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[You can find this press release here](#)