



Press release

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“Say JA to Germany”: Leading German business schools launch joint initiative

ESMT Berlin, Mannheim Business School, and WHU – Otto Beisheim School of Management have joined forces to bring greater international attention to Germany as a destination for science and education. Germany stands for stability, democracy, and intellectual openness, especially in contrast to the changing political and social conditions in other parts of the world. Against this backdrop, the three institutions aim to speak with a unified voice and purposefully strengthen international interest in studying, researching, and exchanging ideas in Germany.

[ESMT Berlin](#), [Mannheim Business School](#), and [WHU](#) are non-profit institutions that share a strong set of common values. Consistently ranked among Europe’s top business schools, internationally accredited, and backed by an extensive network of companies, partner universities, research institutions, and accomplished alumni, they exemplify excellence in education and combine academic rigor with practical relevance in their research. With the internationally oriented initiative “Say JA to Germany,” the three business schools are pursuing a coordinated external communications strategy and a unified public positioning for the first time. Planned activities include joint public relations and media contributions in national and international outlets, a coordinated social media campaign featuring testimonials from alumni, students, and faculty, as well as joint appearances at international education fairs.

“Germany attracts international students with its excellent teaching, English-language programs, and clear career prospects,” says Jörg Rocholl, president of ESMT Berlin. “The country’s attractive framework conditions make it particularly appealing to those facing uncertainties elsewhere.”

Christian Andres, dean of WHU – Otto Beisheim School of Management, adds, “As institutions of higher education, we bear a special responsibility to create spaces where critical thinking, academic integrity, and intercultural exchange are not only possible, but explicitly encouraged and supported. In times of global uncertainty, this is more important than ever. That’s why our joint initiative, which highlights Germany’s strengths as a place for study and research, matters so much.”

As part of the “Say JA to Germany” initiative, the three institutions aim to emphasize the advantages of studying in Germany on the international stage. In their view, these include affordable, high-quality study programs, reliable structures for education, career entry, and everyday life, clear legal frameworks, and a guaranteed commitment to academic freedom.

Joachim Lutz, dean and president of Mannheim Business School, concludes, “With this alliance, we are sending a clear signal together: Germany is an excellent home for international students, as we stand for the highest quality, open-mindedness, and outstanding opportunities beyond higher education. We warmly welcome international students to Germany.”

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About ESMT Berlin

ESMT Berlin is a leading global business school with its campus in the heart of Berlin. Founded by 25 global companies, ESMT offers master, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, online, and in online blended format. Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is a non-profit private institution of higher education with the right to grant PhDs and is accredited by AACSB, AMBA, EQUIS, and ZEvA. It is committed to diversity, equity, and inclusion across all its activities and communities. esmt.berlin

About Mannheim Business School

Mannheim Business School (MBS) brings together all management education activities at the University of Mannheim and ranks among the leading institutions of its kind in Europe and worldwide. In 2008, MBS became the first German institution to be accredited by the three most prestigious international associations for business education: AACSB International, EQUIS, and AMBA. Research and teaching at the highest international level, strong practical relevance, consistent international orientation, a lived commitment to diversity, a high sense of responsibility, and systematic quality management define the Mannheim approach. Its portfolio ranges from Bachelor's and Master's programs to doctoral studies, Full-Time, Part-Time, and Executive MBA programs, specialized Master's programs, as well as practice-oriented certificate courses and customized corporate programs. www.mannheim-business-school.com

About WHU – Otto Beisheim School of Management

WHU – Otto Beisheim School of Management is an internationally oriented, privately financed business school with university status, located in Vallendar and Düsseldorf. At WHU, more than 60 faculty members research and teach in the fields of management, finance and accounting, economics, entrepreneurship and innovation, marketing and sales, and supply chain management. WHU's high level of research competence is the result of a focus on three fundamental research principles: quality, internationality, and relevance for teaching and practice. WHU's strategy is based on four core values: excellence, entrepreneurship, strong cohesion, and a cosmopolitan culture. An

atmosphere characterized by openness, curiosity, diversity, and equal opportunities is of utmost importance to WHU. Further information at <https://www.whu.edu/>