

Cooperation Between CEMS Corporate Partners and CEMS at VSE

AY 2024/2025



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CEMS VSE MAIN CORPORATE PARTNERS



ASAHI EUROPE & INTERNATIONAL



CEMS CORPORATE PARTNERS:



EVENTS ORGANIZED BY CEMS VSE OFFICE

1. BLOCK SEMINAR

The academic year 2024/2025 for the new CEMS class at the Prague University of Economics and Business (VSE) has been kicked off with the Block Seminar, which was held on September 2 – 6, 2024. The Block Seminar is a compulsory part of the CEMS MIM curriculum. This year's Block Seminar's topic "How Can a Beer Brand (Like Kozel) Combat Loneliness by Bringing People from Digital to Real Life" has been prepared in cooperation with the CEMS corporate partner Asahi, for a group of 40 CEMS students of 12 nationalities coming from 11 CEMS partner universities.

The whole seminar has been supervised by Ladislav Tyll, MBA, PhD, CEMS Academic Director, Karolina Kania, PhD, Design Anthropologist, who introduced students to the principles of Design Thinking, Jan Wegert, PhD, eCommerce Manager CEE & Middle East at Colgate-Palmolive, and Serhiy Bobrytskyy, Business Development Manager for CEE & Middle East at Colgate-Palmolive, CEMS alumnus and Ph.D. student at the Department of Marketing. For Asahi, they were Catalin Cirstea, Global Brand Manager (Kozel), Irina Lajevskaja, Head of Global Brand Kozel, Georgiana Bercu, Senior Global Brand Manager, Veronika Žáčková, Trade Marketing Manager Global Brands. The goal of the block seminar was to understand and analyse B2B and B2C online marketplaces present in the local digital space, assess their suitability to Hilti strategy and suggest a launch portfolio for the first year. A comparison of different marketplaces, their business models, fees, logistics, data access and brand/marketing alignment was also expected.

The goal of the block seminar was to come up with a creative idea fit with Kozel that can bring people together and create relationships (concept, activation idea) by combating loneliness, transform the concept & activation idea into a business model that can be self-sustained and come up with a communication plan to spread the idea.

By taking part in this seminar, students are now able to:

- Effectively use different research methods & secondary data (such as reports) to understand the social issues.
- Conduct qualitative research to generate actionable insights to solve the challenge from the project brief.
- Develop an impactful and creative concept/activation idea for an international brand from the FMCG industry.
- Develop a business model to fund the idea. Develop and present a compelling story & idea presentation.

During the Block Seminar students visited Pilsner Urquell: The Original Beer Experience (a unique experiential exhibition where the latest technologies are used to tell the story of Czech beer); and the Kozel Brewery in Velké Popovice. From then on, the students attended lectures, workshops, and get-togethers intensively collaborating in teams on their projects to get ready for the presentation day.

On the last day of the seminar, 6 student teams turned their week-long efforts into final presentations that they delivered before a jury made of Asahi and VŠE representatives, who then announced the winner at the gala dinner. The jury's pick went to team #1, whose members were David Bartoš, Alessandra Calvi, Ana Regina Cardoso, Matteo Vannucchi, Cheng Chi, Francisco Maria Clemente Bacelar de Begonha and Elisabeth Cornu.



Block Seminar with Asahi

In case of your interest, see [the photo gallery](#). The article about the past BS was published [here](#). More information about the past Block Seminars can be found on [this website](#).

2. SKILL SEMINARS

Skill Seminars are training seminars in practical skills to kick-start an effective professional career and are fundamental to adjusting easily to an international management environment. The introductory part is mostly theoretical and then the majority of the seminar is interactive, focused on acquiring practical skills, where work is usually done in teams. Capacity is 10-20 students. At VSE, the seminars are mostly held on the company premises in face-to-face format to enable students to better experience the company culture, etc.

Term 1

1. Unibail-Rodamco-Westfield – Negotiation Techniques, Oct 3, 9 am – 5 pm, in the company, capacity 12
2. Procter & Gamble – Mastering Brand Journey: How to Build a Superior Brand and How to Build Long-term Relationship through Negotiations, Oct 4, 9 am – 1 pm, on VSE campus, capacity 20
3. Coca-Cola HBC – Get Ready to Experience how Coca-Cola Leads with Data-driven Decisions!, Oct 10, 9 am – 5 pm, in the company, capacity 20
4. Hilti – Discover Systematic Account Development with Hilti, Oct 17, 9 am – 5 pm, in the company, capacity 16
5. L'Oréal – L'Oréal Media Masterclass, Oct 31, 9:30 am – 2 pm, in the company, capacity 15
6. Procter & Gamble – Career Planning, Nov 1, 9 am – 1 pm, in the company, capacity 19
7. Plzeňský Prazdroj – Business Communication, Nov 14, 9 am – 1 pm, in the company, capacity 22
8. Škoda Auto – Employer Branding Strategy, Nov 15, 8 am – 6 pm, in the company, capacity 20
9. Deloitte – Consulting Skills / Project Management, Nov 21, 1 pm – 5 pm, at the university, capacity 20



Skill Seminar with Škoda Auto



Skill Seminar with Coca-Cola HBC

In case of your interest, see [the photo gallery](#).

Term 2

1. Coca-Cola HBC – Data-Driven Insights: Relevance and Impact on Strategic Decision Making, March 6, 2025, 9 am – 5 pm, in the company, capacity 20
2. Hilti – Change to Grow, March 13, 2025, 9 am – 5 pm, in the company, capacity 18
3. Procter & Gamble – Career Planning, March 21, 2025, 9 am – 1 pm, in the company, capacity 20
4. VISA – Data-driven Design Thinking in Payments, March 28, 2025, 9 am – 1 pm, venue: Scott.Weber Workspace – Praga Studios, capacity 18
5. ASAHI – Emerging Technology Innovation, April 4, 2025, 1 – 5 pm, in the company, capacity 20



Skill Seminar with Hilti



Skill Seminar with ASAHI

In case of your interest, see [the photo gallery](#).

3. EVENING WITH CEMS

CEMS VSE team organized the online event for the purpose to attract the prospective students.

During the one-hour session candidates could:

1. Meet members of the CEMS team at VSE,
2. Meet current CEMS students,
3. Meet representatives of corporate partners,
4. Learn more details about CEMS,
5. Learn more details about the admission process,
6. Try fun Kahoot quiz,
7. Ask questions to CEMS VSE team, students, and companies.



This event was repeated three times and the representatives present were:

- 1 April, 2025 - Hilti – David Kral (CEMS alumnus)
- 21 January, 2025 - Hilti – David Kral (CEMS alumnus), URW – Barbora Sadlova (CEMS alumnus)
- 19 November, 2024 – Hilti – Marianna Sargsyan (CEMS alumnus), L'Oréal - Nikola Lomencikova (CEMS alumnus)

4. BUSINESS PROJECT

The Business Project is a consultancy-like project. At the beginning of the semester, companies suggested eight topics for students. International teams of usually 3-5 students solve a real business problem as a one-semester part-time activity tutored by both the company and a professor in parallel. Business projects reinforce the CEMS partnership between universities, students, and companies. It amounts to 15 ECTS.

Students are thus offered the opportunity:

- to gain insight into business life
- to train their analytical and problem-solving skills
- to apply research methods
- to transfer theoretical knowledge into practice
- to learn process management
- to acquire social skills
- to get to know potential employers and re-define their professional goals



Business Projects Final Presentations at VSE

Students are expected:

- to take responsibility for the project
- to strive for the best results
- to share the workload equally within the team
- to communicate well with their tutors

Project results are evaluated by academic and corporate supervisors. Students write a report and give an oral presentation, both as a group.

In AY 2024/2025 9 international CEMS student teams (38 students) presented the following topics:

Company	Topics 2025
 ASAHI EUROPE & INTERNATIONAL	Benchmarking & Optimization of Commercial Capital Investments
	Customer Loyalty in the Construction Sector – How to Steer Pricing in Order to Strengthen Customer Trust and Build Partnership
	Improving OPEX Management through an Optimized Purchase Cycle (x - border BP with CUB and SGH)
	E-commerce Acceleration of Beauty Business
	Next-Gen Beer: Attracting Young Czech Beer Consumers
rockaway	European Venture Capital Strategy
	Using AI robots to Streamline Dealer Processes at ŠKODA AUTO
	Analysis of Current Trends and Students' Attitudes in the Automotive / Automotive Retail Areas
	Westfield Rise Expansion Initiative

Cross-Border Business Projects

This year, one cross-border business project was run: x-border Business Project with Hilti – 7 students from 3 CEMS universities – VSE, CUB (Corvinus University Budapest), and SGH (Warsaw School of Economics) worked on the topic ‘Improving OPEX Management Through an Optimized Purchase Cycle HILTI’.

In case of your interest, see the photo gallery – [Opening presentations](#), [Final presentations](#).

5. LECTURES

Course	Term	Company	Guest speaker	Topic
International Marketing Management	Term 1	Škoda Auto	Václav Vlasák	Semestral Project – Launching Škoda Elroq on a selected foreign market
International Strategy	Term 1	Škoda Auto	Varysova, Zuzana	Semestral Project - Škoda Expansion Strategy to Vietnam

6. ONLINE ASSESSMENT CENTRE

The CEMS office examines applicants who advance to the 2nd round during the assessment center. Within sixteen 3- hour online sessions (March 10 – 14, 2025 /1st intake/, May 13 - 14, 2025 /2nd intake/), 8 representatives of the companies Hilti, L'Oréal, P&G, Unibail-Rodamco-Westfield, and VISA helped to choose the best CEMS students (some of them repeatedly).

Following the submissions procedure of the 1st round (1st and 2nd intake), 84 students advanced to the 2nd round of the admission procedure and thus participated in the CEMS assessment centre. There are usually 3 members of the CEMS office, 1 - 2 company representatives and 5 students per specific 3-hour online time slot. Students are assessed through many perspectives – how they work individually, in groups, their motivation, behaviour in stressful situations, responsibility, flexibility, self-confidence and communication skills. Students also have to pass the logical test. At the end of the session, each student passed an interview with the CEMS office. After careful consideration, 70 were admitted; 52 students decided to study at our university.

CPs participation in AC 2025	
Josef Plachý	Hilti
Nikola Lomenčíková (CEMS alumni)	L'Oréal
Jan Šenkeřík (CEMS alumni)	Procter & Gamble
Julie Janáková (CEMS alumni) Nadiia Abdullaeva (CEMS alumni) Ksenia Strapatá (CEMS alumni) Barbora Sádlová (CEMS alumni)	Unibail-Rodamco-Westfield
Matěj Lang (CEMS alumni)	VISA

7. MEETINGS WITH CEMS CORPORATE PARTNERS

December 12, 2024 – online meeting (CRM Šárka Otčenášková) on future cooperation with ASAHI representatives Iuliana Nastasoiu and Sebastián Šumavský.

January 10, 2025 – online meeting (CRM Šárka Otčenášková) with CEMS Global Office (Héloïse Tisserand) on cooperation possibilities with ASAHI representatives Iuliana Nastasoiu (Talent Acquisition Advisor) and Sebastián Šumavský (Talent Acquisition Business Partner).

January 29, 2025 – personal meeting (AD Ladislav Tyll, CRM Šárka Otčenášková) on future cooperation with Hilti representatives Judita Bihellerová, Pavel Zahradníček, Josef Plachý, and Veronika Trumpeš.

April 9, 2025 – personal meeting on Career Forum in Prague with CEMS Global Office (Héloïse Tisserand, Clement Fosse) and Hilti representatives (Josef Plachý, Ondřej Petráš).

April 10, 2025 – personal meeting (CRM Šárka Otčenášková) on Career Forum in Prague with CEMS Global Office (Héloïse Tisserand) and Plzeňský Prazdroj representatives (Věra Karlová, Jiří Urban).

April 14, 2025 – opening of the Škoda Auto UNI.Space at VSE (event VSE UNI.Space 14.04.2025) - the ceremonial opening of the branded space at our university, where the ceremonial ribbon was cut by the Rector and Vice-Rector together with the Škoda Auto management (Stanislav Pekař, Jan Chmelík, Dana Plath, Alexandra vom Hofe, Markéta Jarošová, Martina Richterová). VSE representatives were AD Ladislav Tyll, CRM Šárka Otčenášková, Vice-Dean Václav Stříteský.

April 28, 2025 – online meeting (AD Ladislav Tyll, CRM Šárka Otčenášková) on future cooperation with Zaruhí Harutyunyan (CEMS Alumni) from URW.

April 30, 2025 – personal meeting (AD Ladislav Tyll, Vice-Dean Václav Stříteský) with Plzeňský Prazdroj representatives (Radka Tichá, Sophie Smethurst).

May 28, 2025 – online meeting (AD Ladislav Tyll, CRM Šárka Otčenášková, Vice-Dean Václav Stříteský) on future cooperation with Procter & Gamble representatives (Kinga Maj, Yuliia Firmaniuk, Justyna Jezyna, Andrea Harcarova, Stanislava Muckova, Elena Lifanteva /CEMS Alumni/, Jan Šenkeřík /CEMS Alumni/).

8. CEMS ROUND TABLE

On June 4, 2025, the Faculty of Business Administration at VSE proudly hosted the CEMS Round Table 2025, a collaborative stakeholder workshop that united corporate partners, alumni, students, and faculty to discuss essential updates and innovations for our CEMS Master in International Management programme.

Held biennially, the Round Table ensures substantial time for implementing meaningful curricular changes. This year, our focus was on reshaping the curriculum to respond effectively to disruptive market changes, particularly the rapid rise of artificial intelligence, an intensified focus on sustainability, and evolving global business environments.

The three-hour workshop, moderated by Ladislav Tyll, Academic Director of the CEMS programme at VSE, centered on envisioning the essential skills required by graduates in 2030. Participants actively engaged in identifying competencies currently absent from our curriculum, determining which new areas to integrate, and highlighting elements that may no longer align with emerging needs.

Artificial Intelligence (AI) and technology literacy were key themes that emerged, highlighting areas where we already provide some foundational knowledge, but recognizing a need to further strengthen and expand our curriculum to fully equip students for the future. Participants recommended leveraging innovative educational approaches, such as flipped classroom methods, to enhance practical engagement and deepen learning experiences.

Other essential future-oriented skills highlighted during the discussions included resilience, agility, adaptability, self-awareness, a growth mindset, financial literacy, and the ability to teach or mentor others.

Conversely, some traditional components, including Final State Exams, general management courses, and even language instruction, were critically evaluated. The necessity of the Global Citizenship Seminar was also questioned.

Building upon insights from the workshop, exciting new developments will soon follow. We anticipate introducing a new Digital Transformation course, specialized AI skill seminars, refreshed finance-oriented courses, and significant updates to core CEMS-exclusive courses. These updates will aim to strengthen digital literacy, enhance data-driven decision-making, and encourage consideration of environmental and social impacts.

Several of these curriculum innovations will take effect as early as September 2025. We sincerely thank all participants for their invaluable contributions and enthusiasm in shaping the future of our programme.



CEMS Round Table at VSE

CPs participation in Round Table 2025	
Jan Radil (CEMS alumni)	Hilti
Martin Hrachovec	ASAHI
Martin Brodík	Škoda Auto
Martin Makovec	Unibail-Rodamco-Westfield

In case of your interest, see [the photo gallery](#). The article about the workshop was published [here](#).

EVENTS ORGANISED BY CEMS CLUB PRAGUE

TERM 1

1. OPENING GALA

When: September 26th, 2024

Where: Impact Hub D10

Number of attendees: 121 guests, 21 corporate partners' representatives

Opening Gala is a usual opening event that happens every semester. It is a great opportunity for corporate partners and students to introduce themselves and network. In this semester's Opening Gala we had in total 121 guests, out of which 21 attendees were corporate partners. Other attendees included: students, alumni, CEMS Office and SBR president and other SBR representatives. The agenda of event consisted of intro presidents' and corporate Heads speech, SBR's speech, presentations from corporate partners HILTI, Asahi, Plzeňský Prazdroj and Škoda Auto, food break. After dinner, there were few structured networking activities and then there was an open networking.

CPs participation in Opening Event	
Iuliana Nastasoiu, Sebastián Šumavský	ASAHI
Radka Tichá, Adam Legerský	Plzeňský Prazdroj
Pavel Zahradníček, Judita Bihellerová (CEMS alumni)	Hilti
Martina Richterová, Veronika Horáková Pavlína Zahradníčková	Škoda Auto
Hana Hegyiová, Pavel Lobodáš	Accenture
Josef Matyas, Tibor Kysucký (CEMS alumni)	BCG
Tereza Ondrášková, Linda Picková	Coca-Cola HBC
Ema Gregorová	L'Oréal
Tomáš Jarabák (CEMS alumni), Zuzana Doležel	McKinsey
Anna DelMaschio, Jan Šenkeřík (CEMS alumni)	Procter & Gamble
Julie Janáková (CEMS alumni)	Unibail-Rodamco-Westfield



Opening Gala at the Beginning of Term 1



Link to the [CEMS Gala photo gallery](#).

2. SIP&TALK EVENT WITH CORPORATE PARTNERS

When: October 9th, 2024

Where: Academic Club VŠE

Number of attendees: 9 corporate partners' representatives

The Sip & Talk event offered a unique networking experience with five corporate partners. Students were grouped and rotated among tables every 10 minutes, allowing them to engage directly with company representatives and learn more about their organizations. Following the structured networking, participants moved to a nearby restaurant for an informal beer session. This relaxed setting provided an excellent opportunity for deeper discussions, fostering meaningful connections between students and corporate partners.

CPs participation in Sip & Talk	
Jan Budinský (CEMS Alumni) Sebastian Šumavský	Asahi
Martina Richterová Pavlína Zahradníčková	Škoda Auto
Natálie Bednárová Jiří Homolka	Accenture
David Štrouf	Boston Consulting Group
Tereza Ondrášková Markéta Vendlová	Coca-Cola HBC



3. CONSULTING ACADEMY 1: ACCENTURE

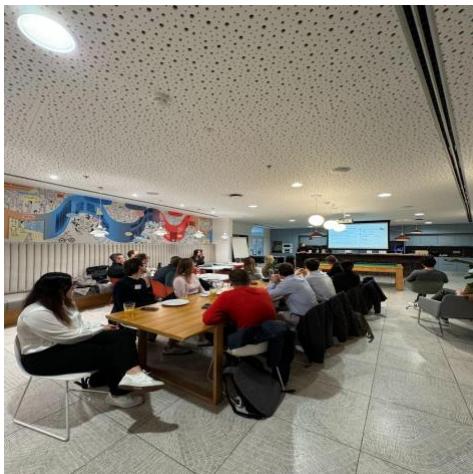
When: October 24th, 2024

Where: Accenture Visionary Office, Prague

Number of attendees: 30 students, 6 corporate partners

The Consulting Academy is a year-long series designed to introduce students to the consulting industry, help them prepare for fit and case interviews, and build their network within the field. The first session, hosted by Accenture, gave students an overview of the recruitment process, a chance to speak directly with a managing director, and hands-on experience solving a 30-minute individual case study. This event set the tone for the series, helping students gain practical insights and start their journey toward a career in consulting.

CPs participation in Consulting Academy	
5 Consultants & Managers Martin Paulina (CEMS Alumni) – Managing Director	Accenture



Consulting Academy 1: Accenture

4. CONSULTING ACADEMY 2: MCKINSEY & COMPANY

When: November 21st, 2024

Where: McKinsey & Company Office, Prague

The second session of the Consulting Academy, hosted by McKinsey & Company, took students deeper into the consulting world. Participants learned about the interview process and received practical advice from a consultant, a manager, and an HR representative. The highlight of the event was a one-hour group case study, where students worked collaboratively to explore a challenging problem in depth. The session concluded with informal networking at the McKinsey office, offering students valuable insights and opportunities to build connections with professionals from one of the top consulting firms.

CPs participation in Consulting Academy 2	
Zuzana Doležel Jakub Hlinka Zdeněk Vaniš (CEMS Alumni)	McKinsey & Company



Consulting Academy 2: McKinsey & Company

5. CLOSING GALA

When: Thursday, November 28th, 2024

Where: Next Zone, Preslova 25, Prague

CEMS Closing Gala is an event that happens each semester, and our semester wasn't an exception. It's a formal closing evening of the semester filled with celebration, networking, and this year - a touch of 1920s elegance. This event was organized by CEMS Club Prague's Social department, and corporate department just took care of inviting and managing Corporate Partners at the event. During Closing Gala students had opportunity to openly network with the corporate partners and ask any questions about their career.

CPs participation in Closing Gala	
Iuliana Nastasoiu Veronika Krolupperová Jan Budinský (CEMS Alumni) James Winch František Bílý	Asahi
Robin Jeřábek Tereza Keltyčková	Hilti
Daria Konovalová Prokop Švábík (CEMS Alumni)	Procter & Gamble



Closing Gala at the End of Term 1

[Link to the CEMS Gala photo gallery.](#)

6. SKI TRIP

VSE legendary Ski Trip is organized by CEMS Club Prague as a weekend activity in the ski resort Jasna, Slovakia, for more than 100 students and alumni between December 13 – 15, 2024. CEMS VSE alumni Jiří Trumpeš is in charge of this ski resort.

CPs participation in Ski Trip	
Andrii Ponomarenko (CEMS alumni)	L'Oréal
Elena Lifanteva (CEMS Alumni) Jan Šenkeřík (CEMS Alumni)	Procter & Gamble
Julie Janáková (CEMS Alumni)	Unibail-Rodamco-Westfield



Ski Trip

Term 2

7. OPENING EVENT

When: March 6th, 2025

Where: Hotel Amarilis

The Opening Gala is a recurring event held at the start of every semester, offering corporate partners and students an excellent opportunity to introduce themselves and network. This semester's Gala welcomed a total of 92 guests, including 20 Corporate Partners, alongside students, alumni, and representatives from the CEMS Office.

The agenda featured opening speeches by the CEMS Club presidents and corporate heads, followed by presentations from Hilti, Asahi, Plzeňský Prazdroj, and Škoda Auto. Guests then enjoyed a food break before moving into structured networking activities, concluding with an open networking session.

CPs participation in Opening Event	
Marianna Sargsyan (CEMS Alumni) Tereza Keltyčková	HILTI
Radek Záhorovský František Bílý	Plzeňský Prazdroj
Alina Abdulova Jan Budinský (CEMS Alumni) Jakub Fuchs	Asahi
Martina Richterová Pavlína Zahradníčková	Škoda auto
Lubomira Rybošová Fabio Cocomazzi	L'Oréal
Jan Šenkeřík (CEMS Alumni) Daria Konovalová	Procter & Gamble
Berta Šimonová (CEMS Alumni)	Unibail-Rodamco-Westfield
Tereza Smékalová Jan Kašpar (CEMS Alumni)	Accenture
David Štrouf (CEMS Alumni) Long Tran	BCG

Zuzana Doležel Tomáš Jarabák (CEMS Alumni)	McKinsey
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Opening Gala at the Beginning of Term 2

Link to the [CEMS Gala photo gallery](#).

8. ALUMNI SPEED NETWORKING

When: April 3rd, 2025

Where: VSE

22 students and 16 alumni came together for an inspiring evening of shared stories, career insights, and real talk — the good, the challenging, and everything in between. Across 9 rounds of speed networking, students had the chance to rotate between alumni guests, learning something new from each conversation and making meaningful professional connections. After the formal part wrapped up, we kept the energy going with informal networking at a nearby pub — because sometimes the best advice happens over a relaxed chat.

CPs participation in Alumni Speed Networking	
Tomáš Jarabák (CEMS Alumni)	McKinsey
Elena Lifanteva (CEMS Alumni) Jan Šenkeřík (CEMS Alumni)	Procter & Gamble
Julie Janáková (CEMS Alumni)	Unibail-Rodamco-Westfield

9. CAREER SPEED DATING

When: April 16th, 2025

Where: VSE

The event began with a brief introduction and a short presentation of the participating companies. The first half followed a “speed dating” format, designed to give corporate partners the opportunity to offer guidance to motivated CEMS students while also allowing the students to learn more about the company through short, focused conversations. Students were grouped and rotated among tables every 7 minutes. The second half was more informal, providing space for deeper discussions with students who stood out or wanted to connect further. This part of the event included an open buffet with pizza and other refreshments. After this, some students and corporate partners moved to a nearby restaurant for an informal beer session.

CPs participation in Career Speed Dating	
James Winch Hana Solařová	Plzeňský Prazdroj
Tereza Neuwirthová	Asahi
Tereza Žilková Roman Anikeev Linda Picková	Coca-Cola HBC
David Knorr (CEMS Alumni) Filip Sajty (CEMS Alumni)	Procter & Gamble
Nadiia Abdullaeva (CEMS Alumni)	Unibail-Rodamco-Westfield
Zuzana Doležel Tomáš Jarabák (CEMS Alumni)	McKinsey&Company
Viktoria Kolesarová Artem Fedorov (CEMS Alumni) Matěj Lang (CEMS Alumni)	VISA



Career Speed Dating

Link to the [CEMS Gala photo gallery](#).

10. DAY IN THE MALL WITH URW

When: April 24th, 2025

Where: Centrum Černý Most, Prague

A group of 1st-year CEMS students attended an exclusive behind-the-scenes event at Centrum Černý Most, organized by URW. The program began with a presentation offering insights into how URW's key departments - Shopping Center Management, Development, Leasing and Westfield Rise - collaborate on major projects. The main focus was the upcoming mall extension, covering its origins and vision. After the presentation and an interactive Q&A session with refreshments, students were guided through the construction site, gaining a rare first-hand look at the development progress.

CPs participation in Day in The Mall with URW	
Zaruhi Harutyunyan (CEMS Alumni) Berta Šimonová (CEMS Alumni) Ksenia Strapatá Radek Novák Petr Holušová	Unibail-Rodamco-Westfield



Day in The Mall with URW

11. RUN&BRUNCH WITH ALUMNI

When: April 27th, 2025

CEMS Club Prague hosted a special Run & Brunch event that brought together CEMS alumni and current students for a refreshing mix of movement, connection, and conversation. The day started with a light run along the scenic Vltava river, followed by a well-deserved brunch and relaxed networking at a nearby café. It was the perfect way to start the day — energizing both body and mind.

CPs participation in Run&Brunch with Alumni	
Artem Fedorov (CEMS alumni)	VISA



Run&Brunch with Alumni

12. CLOSING GALA

When: May 22nd, 2025

Where: Café Louvre, Prague

To wrap up the semester in style, CEMS Club Prague hosted its traditional Closing Gala, a highlight of the term that brought together students, corporate partners, and faculty for an evening of connection and celebration. This time, the event took on a fun twist with a Hawaiian theme, adding a touch of summer energy and color. The evening was

organized by the Social Department of CEMS Club Prague, with the Corporate Department handling the coordination and hosting of our Corporate Partners.

CPs participation in Closing Gala	
Michal Ševčík (CEMS alumni) Matěj Michalovič (CEMS alumni)	Plzeňský Prazdroj
Tomáš Jarabák (CEMS alumni)	McKinsey&Company
Jan Šenkeřík (CEMS alumni) Jana Doubková Daria Konovalová	Procter & Gamble



Closing Gala at the End of Term 2

[Link to the CEMS Gala photo gallery.](#)