Global Education Alliance

INSEAD x GEA Case Study

At a glance

INSEAD, one of the world's top business schools, partnered with Global Education Alliance (GEA) to expand access to executive education and MBA pathways in Malaysia. Leveraging GEA's local expertise and networks, the collaboration aimed to connect world-class programs with Malaysia's growing demand for leadership and talent development.

50+

Executives & Professionals Engaged

Flagship Programs Launched

HRD Fund enabled wider access

Adopted by Leading Corporations

CHALLENGES

- INSEAD needed a trusted local partner to navigate Malaysia's corporate culture and government frameworks.
- Corporations sought leadership programs that combined global standards with local industry relevance.
- Mid-career professionals required flexible learning formats that fit professional responsibilities.

SOLUTIONS

- Leadership Excellence Accelerator Development Programme for senior and emerging leaders.
- Professional MBA Pathway, a modular and blended track for working professionals.
- Global faculty + local alignment: INSEAD's academic rigor combined with GEA's corporate insight.
- Corporate-centric customization: Programs tailored to business transformation goals.
- HRD Fund facilitation & policy collaboration: Ensured financial support and national alignment.

BENEFITS

1

Global Excellence, Local Relevance

Blended INSEAD's world-class teaching with GEA's market knowledge to create impactful, context-specific programs.

2

Corporate-Centric Outcomes

Programs directly supported leadership pipelines and business KPIs, delivering measurable results.

3

National Talent Development

GEA and INSEAD positioned the programs as contributors to Malaysia's workforce agenda, gaining government recognition and wider accessibility.

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