



Opening up new opportunities in higher education



# Who we are

## Turenne Consulting is a consulting and service firm based in London.

It was founded by Frédéric de la Borderie in 2009 to help the French Embassy in the United Kingdom face increasing demand for French schooling in London. Dozens of clients from Ireland to Montenegro now call upon Turenne Consulting to open up new opportunities in education and higher education.



### Knowledge of the higher education sector

Our extensive knowledge of the French and international higher education sector can help you make the right decisions at the right time



### Full-service firm

A wide range of services to suit any project: market studies, curriculum design, communication and branding, financing schemes...



### Multidisciplinary team

Our team's complementary skills (education, finance, real estate, construction, communication) can help you imagine new solutions



### Strategic network

Our international network of contacts, partners, investors and providers will ensure that your project is on time and of the highest standard

### We advise

- ✓ foundations
- ✓ private stakeholders
- ✓ governments

### Our expertise

- ✓ relocation
- ✓ expansion
- ✓ strategy

### We specialise in

- ✓ universities
- ✓ business schools
- ✓ further education



## Our methods and services



## Research & analysis

### Market intelligence & competitor analysis

We assist institutions with their existing or potential market positioning (curriculum, fees, courses on offer) by providing research and reports

### Client survey and niche assessment

We assess the scale of demand and the offer that would be most attractive to clients by conducting surveys

### Strategic audit and feasibility study

We can advise you on your current and future strategy and governance, and provide business plans for any proposed changes

### Case study: EDHEC

When famous French business school EDHEC, with campuses in Paris, Lille, Nice and Singapour, decided to open a London branch, they turned to Turenne Consulting to help with their market positioning in the UK. After undertaking a competitor analysis and demand assessment, Turenne delivered a comprehensive view of the UK market to inform EDHEC's strategic development and the positioning of their new academic programmes.



### Strategic planning

We help you hone your mission, values and purpose, so that you can focus on achieving your goals and strengthening operations



### Communication & branding

From brand identity to long-term communication strategy, we will make sure that your project garners all the attention it deserves



### Finding partners and investors

We will make use of our international network of partners and investors to establish successful collaborations



## Project management & coordination

### Case study: Toulouse Business School

After opening branches in Paris, Barcelona and Casablanca, Toulouse Business School asked Turenne Consulting to help them set up a London campus. Turenne found the ideal premises under very tight deadlines, negotiated a midterm agreement, and set up a UK operating entity for their new campus.



### Set-up advisory (legal, tax, financial)

By letting us take care of the initial paperwork and necessary procedures when setting up a new venture, you can focus on what's really important



### Property search and land acquisition

Our team has the real estate network to find out about exciting properties first, and the know-how to spot conversion opportunities



### Construction coordination

Our coordination of construction works maximises efficiency and anticipates problems thanks to a hands-on approach



## Development strategy

### Case study: EM Normandie

Faced with growing demand for Bachelor's degrees in the United Kingdom and an uncertain context after Brexit, EM Normandie asked Turenne Consulting to help facilitate the transfer of students to and from their Oxford campus. Turenne Consulting outlined various types of accreditation which would enable EM Normandie to give out student visas, and helped them to obtain their preferred one, thus securing the future of their Oxford campus.

# Our landmark projects

 Research & analysis

 Project management & coordination

 Development strategy



Market study for a new London campus

  UK



Market study for a new London campus

  UK



Analysis of accreditations and feasibility study

  UK



Report on attractivity and language learning

   France



Search for new premises within a partner university

  UK



Creation of a collaborative school of skills

  South Africa



Market study and creation of a London campus

   UK



Search for new premises within a partner university

  UK



Market study on the academic offer in London

  UK



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The Turenne Consulting team are proactive, dynamic, resourceful, extremely reliable and a pleasure to work with.

**Jean-Pierre Mustier,**  
CEO of UniCredit,  
Trustee of the French  
Education Charitable Trust

Frédéric has demonstrated his great qualities as a manager in coordinating a number of projects and I wholeheartedly recommend working with him.

**Arnaud Vaissié,**  
Chairman of International  
SOS and Trustee of Lycée  
International de Londres

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Frédéric and his team at Turenne Consulting have always been very efficient and thorough in their research and analysis. EDHEC is happy to have such reliable partners.

**Olivier Oger,**  
Dean of Edhec Business School  
1988-2017

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