

Asamblea General Inaugural de La Salle Business School Alliance

The **La Salle Business School Alliance (LSBSA)** successfully held its **first General Assembly** on January 27, 2025, bringing together business school leaders from across the Lasallian network. The event marked a major step in advancing **global collaboration, innovation, and ethical leadership** in business education.

The Alliance brings together over 20 business schools as strategic partners to develop high impact projects on a global scale. These projects will focus on developing talent (learners and educators), research, shared infrastructure (physical and digital) and recognition (communication and identity).

Through these projects the Alliance will contribute to delivering the wider Lasallian Mission and look to find sustainable synergies and new opportunities for a better future.

In his opening address, **Br. Andrés Goveia**, President of the **International Association of Lasallian Universities (IALU)**, emphasized the **power of collective action and decentralized collaboration**: “our strength lies in our ability to empower each institution within our network. By fostering innovation and sharing knowledge, we are shaping a future where Lasallian business education makes a profound global impact”.

Key Announcements from the Assembly:

- **Governance Structure Approved** - The LSBSA formally established its governance framework, ensuring strategic leadership and regional representation.
 - **President:** Ryan Butt
 - **Vice President:** Christopher Kennett
 - **General Secretariat:** Josep M. Pique
- **Regional Board Members Appointed** - To strengthen global collaboration, the following representatives were named:
 - **Mexico:** Gabriel Camacho

- **Asia Pacific:** Emilina Sarreal
- **South & Central America (Spanish-speaking):** Andrés Ortiz
- **Brazilian Institutions (Portuguese-speaking):** Cássio Cassel

- **Major Projects Launched** – Key initiatives include:
 - **La Salle Social Impact Case Competition**, now in its 4th edition, engaging **17 universities**.
 - **LSBSA Website & Branding**, led by Victor Alves, to enhance global visibility and communication.
 - **Project Commissions** focused on **Talent, Activities, Infrastructure, and Recognition**.

- **Upcoming Events & Meetings:**
 - **April 2025** – Board Meeting at CLADEA Conference
 - **Next General Assembly: July 14, 2025**

The event concluded with remarks from **Josep Santos** and **Carlos Coelho**, reaffirming the Alliance’s commitment to **academic excellence and social impact**: “this is just the beginning. Together, we are building a global network that will redefine business education for future generations”.

About the La Salle Business School Alliance (LSBSA)

The **La Salle Business School Alliance** is a global network within the **International Association of Lasallian Universities (IALU)**. Committed to **ethical leadership, academic excellence, and social transformation**, LSBSA connects business schools worldwide to **collaborate, innovate, and empower future leaders**.

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Inaugural General Assembly of the La Salle Business School Alliance