



Memorandum Of Understanding (MOU)

Between

Quality Blue Ltd (Called after "Quality Blue")	European Council for Leading Business Schools (Called after "ECLBS")
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For academic, cultural exchange and bilateral recognition.

Both organizations hereby confirm they would accept members that have successfully completed reviews at the other organization as both parties recognize the service of each other.

- "ECLBS" may advertise this partnership, in compliance with terms of this agreement and its own publicity/marketing policy. "ECLBS" will not perform any activity or advertising that will bring the name of "Quality Blue" into disrepute.
- "Quality Blue" may advertise this partnership, in compliance with terms of this agreement and its own publicity/marketing policy. "Quality Blue" will not perform any activity or advertising that will bring the name of "ECLBS" into disrepute.

This agreement may be extended to incorporate additional programs, by the mutual agreement of the two organizations.

Date of the Agreement: 15 August 2023.



On behalf of "ECLBS"

On behalf of "Quality Blue"