



Prudential-INSEAD NextGen Academy

A fully funded programme by Prudential*



📍 INSEAD Asia
Campus
(Singapore)

📅 7-9 July
2026

Test Drive Your Future Career

Future careers will no longer be defined solely by academic results, but by a holistic test of vision, confidence, and real-world execution. In partnership with **INSEAD**, **Prudential plc** now proudly introduces the **Prudential-INSEAD NextGen Academy**, an international-calibre learning programme and a tangible demonstration of Prudential's commitment to developing future talent.

This three-day immersive programme, held in Singapore and designed specifically for top university students, places participants in authentic business scenarios. Through MBA-level teaching, the programme broadens global perspectives and systematically builds essential leadership and career-readiness capabilities, equipping participants with all-round preparation needed to thrive in the future.



Real-World Business Immersion

Through immersive, hands-on learning, you'll tackle real-world business challenges. You'll step into a high-intensity C-suite simulation, leading a company through complex strategic and operational scenarios.



Elite Networking & Mentorship

You'll receive mentoring from top-tier INSEAD professors, Prudential management, and industry leaders while joining a selective cohort from across the region to expand your professional network.



Executive Presence & Impact

Through targeted coaching, you'll master high-impact communication techniques, cultivate leadership presence and gravitas, and develop the interpersonal skills needed to build consensus, inspire trust and influence decisions.



World-Class Certification

You'll gain a competitive edge with a curriculum from the European's No.1 business school. Your certificate signals readiness for global responsibilities and ambitious early-career roles.

* Remarks: Participants will be responsible for their own travel, accommodation, and meal arrangement

Academic Expert

INSEAD is the No.1 European business school®, with campuses in France, Singapore, Abu Dhabi and San Francisco. Known for its global perspective, INSEAD offers top-ranked MBA, Executive MBA and executive education programmes, attracting diverse participants from over 90 nationalities.

Programme Management Partner

Meraki Executive Search & Consulting is a Hong Kong-based human resources company with a strong focus on diversity and board-level appointments. Through its programmes, Meraki equips leaders with the skills and insights to thrive in today's dynamic business environment.

Who This Is For

We're looking for ambitious, forward-thinking students who want to understand how business really works and are driven to create positive change. Eligibility requirements include:

- ✓ Educational Requirement: Current final and penultimate year undergraduate student (any discipline)
- ✓ Availability: Must be available to attend the whole programme in person in Singapore (7 – 9 July 2026)

Application Details:

- Deadline: 31 March, 2026
- Interview Arrangement: April 2026^
- Quota: 50 places for the Asia Pacific region^

Apply Now

If you are a Prudential customer, please contact your financial consultant for more details. For others, please [click this link](#) to apply now.

For further programme details, please contact:

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Remarks:

^ Only shortlisted applicants will be invited to an online interview. Applicants who successfully pass the interview will be notified by email on or before May 2026.

@ Based on the Financial Times 2024 European Business School Rankings

The course and application are subject to the applicable terms and conditions. For details, please refer to <https://pruhk.co/insead-nextgen-academy-tnc>.

