

ESSEC

International Newsletter

PARIS - BUSINESS SCHOOL

N° 9 - September 2002



Agnès Acier
Vice President, ESSEC
Alumni Association
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School

Strong Backing by the Alumni for ESSEC Business School's Development

The Alumni and their Federation consider links to ESSEC as one of their major priorities. This is quite a unique situation in comparison with other institutions of higher education in France, the fruit of proximity and interest throughout the past, and is confirmed by the School's statutes. The latter grant the Alumni Federation, along with the major financial partners, part of the responsibility in overseeing the institution's management and development strategy.

Today ESSEC has reached a key point in its growth, in our opinion. Benefiting from important advantages, it is, like all institutions of higher learning in France and Europe, confronted with a number of issues concerning its future: how to increase the number of foreign students, to which strategic alliances give priority, how to further develop lifelong education programs – a major stake for Europeans – how to generate extra finances, and so forth.

For their part, the Alumni, over the past few years and thanks to the group's vitality, have become younger, on average, and more feminine, more international and more entrepreneurial.

How do they support ESSEC, concretely speaking ?

1. By helping prepare for the School's development

First, they are present in order to actively contribute through the fund raising campaign being launched in France and worldwide. Moreover, they participate in reflections on developing corporate governance and institutional projects at group level, to encourage new dynamics. Last, they contribute by providing information on the world market for professional education, through the international Alumni network.

2. By fostering closer links with the various internal ESSEC communities

This is the case, in particular, for the Faculty and students enrolled in each program, to surmount a certain unfamiliarity with the Alumni that persists today. Joint three-year action plans have been drawn up and are starting to bear fruit.

There is also the need for the Business School and the Alumni to communicate externally together on the ESSEC brand, and for ESSEC and the Alumni to make the formidable Alumni network even more dynamic.

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3. Last, by offering the services of a great alumni association to each graduate. The means at the disposal of the Alumni place them among the more privileged alumni associations in Europe: large real estate holdings, a permanent team of employees, dynamism and growing attendance of professional club meetings, convivial activities, publications, a web site, a well developed careers service, and more.

CIAM - International Recruitment

As members of the CIAM consortium, ESSEC administrators have long participated with colleagues from fellow member schools HEC, ESCP-EAP, CERAM, and EM Lyon, in efforts to find and assess foreign candidates for the **ESSEC MBA program**. This year the **alumni in Great Britain** helped interview candidates, following pre-selection based on the GMAT. Four alumni, **Julien Martin** (E'98), **Michael Inpong** (E'98) **Emmanuelle Debard Hawkins** (E'88) and **Sandrine Levillain** (E'98), participated, evaluating and appreciating the specific skills of Anglo-Saxons in education and culture.

Lebanese alumni, on the other hand, have long been involved in recruitment in their country. Beirut is one of the main CIAM recruiting centers, with between 230 and 250 candidates interviewed this year. Each commission is made up of 3 or 4 examiners (staff, professors, alumni) from the various CIAM schools. **Philippe Régimbart**, Director of Studies, and **Evelyne Nickel** of the International Recruitment Office represented ESSEC at the Lebanese recruitment session in April.

In **China**, **Wang Guoging** (M'96), **Irenée Robin** (E'95), **Song Xiao** (E'91) helped interview candidates this year in Beijing and Shanghai.

Faculty

Lecture Series on Human Resource Management



J.M. Peretti

Jean-Marie Peretti (E '67), professor of human resource management at ESSEC, Chairman of ESSEC Alumni Association's **Club RH**, and professor at the University of Corte, is the driving force behind an annual lecture series focused on topics of current interest. A steering committee made up of **Eléonore Marbot** (D'01), **David Garcia** (P'00), **Corinne Forasacco** (B'95), **Catherine Le Roux** and

Genevieve Burke meets regularly to help plan and prepare these events. Open to students, alumni and staff, the lectures are offered on approximately a monthly basis at the CNIT. Here is a brief overview of the lectures presented over the past year.

November 13, 2001 **Marque d'employeur et GRH**

J.M. Peretti moderated a panel discussion with **Didier Burgaud**, senior consultant and **Claire Isnard** (E'00), consultant and head for Europe of the Talent Edge program, on reconciling the two assets of a firm – its brand and its personnel. Other topics included using the employer's image to attract, retain and motivate the best, and capitalizing on marketing and communications budgets.

December 10, 2001 **Turbulences boursières et actionariat salarié**

Luc Chandesris, General Secretary of Fondact, and **Francis Wright**, consultant with Hewitt Associates, discussed new strategies for employee savings plans, the innovations of the Fabius Law of February 19, 2001, the consequences of stock market turbulence and perspectives in 2002 for employee savings plans.

February 5, 2002 **Gestion des âges et du sentiment de fin de vie professionnelle**

Marie-Françoise Chopin, **Hervé Lejeune** (E'79), **Dominique Languillat**, and **Eléonore Marbot Ater** spoke of the employment market for seniors and their status in the firm, evaluating HR practices that influence the feeling of arriving at the end of a working life.

March 13, 2002 **Les retraites des cadres ont-elles un avenir ?**

Solange Morgenstern, National Secretary of the Confédération Française de l'Encadrement CGC and **Marie-Claire Carrère-Gée**, National Secretary of the Social Protection Pole of the RPR political party, spoke of several problems facing retirement plans. How to ensure the continuation of pension plans in light of prolonged life, demographic disequilibrium and persistent unemployment? How to save and improve pension plans?

April 9, 2002 **Les investissements en ERP contribuent-ils à une meilleure GRH?**

Elisabeth Roch, head of development, BL Consultants, discussed the potential of ERPs in HR areas, their use as a decentralization tool in HRM and potential risks.

May 14, 2002 **Le E-Learning au service de la gestion des compétences**

Hervé Goudchaux, founder of Crossknowledge, and **Michel Germain**, consultant with Arctus, discussed the use of e-learning for managers, how to adapt knowledge to the e-learning medium in French companies.

May 28, 2002 **Des fusions et des hommes**

A play presented by **BL Consultants** and **Guichets Fermés**, on the topic "mastering the human and social stakes in a merger or acquisition." Ruined M&A projects litter the economic landscape because they are often based on commercial,

financial or geographic values, without sufficient thought given to the human dimension. The play sends messages to firms contemplating a merger, or having just undergone one, as a preliminary to discussions on employee expectations and fears.



*Des fusions et des hommes
Cast of Guichets Fermés*

Francis Declerck on IAMA's Academic Board



F. Declerck

On June 9, 2002, **Francis Declerck**, professor of finance, was elected to the **Academic Board** of the **International Food and Agribusiness Management Association (IAMA)** during the Board meeting in Noordwijk, the Netherlands. This association comprises academics, professionals and government representatives involved in the international agri-food sector. It serves as a

forum for the exchange of views and perspectives, and organizes a professional conference and an academic symposium every year.

Chevalier de la Légion d'Honneur for Alain Sallez

On Monday June 17, colleagues, family and friends gathered around **Alain Sallez** for a ceremony celebrating his award of the **Chevalier de la Légion d'Honneur** medal. **Pierre Tapie**, President of ESSEC, spoke of the School's good fortune in having benefited from Professor Sallez' talent for inspiration and developing ideas throughout his career. **Jean-Paul Lacaze**, honorary General Engineer at the prestigious **Ponts & Chaussées** and a longtime friend and colleague, presented the medal. He stressed the variety and importance of projects on which they had collaborated over the years. He also noted that early on Alain Sallez had realized that ESSEC could play an important role in training young talent for urban management.



A. Sallez, J.P. Lacaze, P. Tapie

Press Conference to Announce Beijing Exchange Agreement

The exchange agreement between **ESSEC MBA** and the **Guanghua School of Management** at the University of Beijing was announced at a press conference on June 10 at the CNIT, by **Pierre Tapie** and Ambassador **Wu Jianmin**.



C. Koenig, Ambassador Wu, P. Tapie, V. Fan

Programs

SNCF Management Training for Competition



**H. Mathe, Director
ESSEC Management
Education**

The new training program being prepared by **ESSEC Management Education** for **SNCF's** operational management, in collaboration with **Accenture**, is important in size, scope and potential. Some 7500 employees will be concerned at middle and senior management levels, for a total of over 6 million euros. With the end of their monopoly in sight, SNCF officials must prepare for competition within the sector, not just from other

modes of transport. Focus will be on a volume strategy to begin with, then on improving productivity. Management will integrate the concepts of producing services and managing delicate situations. Then too, there will be the need to replace 70% of current management, due to retirement, over the next ten years.

An innovative project in spirit and form, the SNCF company-specific contract will help the firm prepare for important changes in management style over the coming years. The end of a monopoly means that in 2003 freight will be subject to increased competition, as will passenger services by 2010. The challenge will be to achieve evolution without revolution. From just another management training exercise, the current project has become a plan to create a paradigm for the company - based first on operational managers - a category often overlooked.

Information technology will underpin training through the use of e-learning. Time constraints of operational management mean that the flexibility afforded by an e-learning portal will enable each participant to advance at his or her own pace. At the same time, content will be homogeneous, permitting uniqueness and objectivity.

ESSEC Management Education consolidates its position as partner by adapting new forms of management through the spirit and original format of the SNCF contract. In the words of Hervé Mathe, "We doesn't sell educational programs - we accompany general management throughout important changes by implementing new managerial positioning through training."



Royal Institute of Chartered Surveyors Accreditation for the *DESS Management Immobilier*

Set up in 1997 to offer a degree program for executives in the real estate sector, the **DESS Management Immobilier** was founded on work done by the **Institute for Urban, Regional and Real Estate Institute (IVTI)**. It is a joint initiative by ESSEC and the FNAIM, in partnership with the IAE of the University of Poitiers, EM Lyon, and Audencia-Nantes School of Management. It aims to develop managerial skills in the real estate sector, integrating new IT into management practice.



**Michel Baroni,
Academic Director,
DESS Management
Immobilier**

In celebration of its fifth year, the DESS Management Immobilier program applied for and has received **accreditation**

from the **Royal Institute of Chartered Surveyors** based in London. The RICS has been regulating and controlling the profession, in the public interest, since 1868. Professionalism and integrity are the keywords governing conduct, and rigorous ethics cover confidentiality, conflict of interest and quality of service. Today there are more than 100 000 chartered surveyors in 100 countries. ESSEC's DMI is the third accredited program in France and the first one in management.

A chartered surveyor is someone with experience in real estate, property development and construction. He or she may act as counsel for a client or set up projects. A highly qualified expert, the chartered surveyor provides appropriate advice on all aspects of the real estate sector. Because the qualification is internationally accepted, chartered surveyors participate in the development of international standards. In France, the main areas covered by chartered surveyors include transactions, management, construction economics, technical expertise and surveying. The profession offers excellent career opportunities in positions requiring a university-level education combined with concrete experience in the real estate sector. Chartered surveyors are employed in firms, administrations, banks, insurance companies, pension funds and property developers, on the national and international levels. Some 20 000 students are currently in training for this qualification throughout the world.

ESSEC Business School and Centrale Paris Launch a New Venture Catalyst



**Hamid Bouchikhi,
Professor and Head
of ESSEC's New
Business Center**

In early April 2002, **ESSEC** and **Ecole Centrale Paris** announced the joint launch of a Catalyst to facilitate the financing of new, high-growth start-ups, through a unique coaching, networking and training process.

The two schools have set up a club of well-known Venture Capitalists, including AGF Private Equity, Dassault Development, France Telecom Corporate Venture, Part'com, Partech International, SGAM, Sofinnova Partners, and SPEF Venture. For admission into the Catalyst, a project has to be adopted by at least one member of the Club, who agrees to fund 50% of the cost of the program, in return for a right of first refusal at the first round of financing.

Entrepreneurs benefit from one-to-one coaching by serial entrepreneurs and high-caliber professionals, whose expertise is recognized by venture capitalists. Training is of the highest quality, provided by faculty from the two Schools, and is adapted to their specific needs.

Alumni networks of the two Schools are mobilized to provide much useful assistance, in France and abroad. The Catalyst takes no stakes in the new ventures. An innovative system has been set up, combining financing by private and public funds, to cover the program's expenses.

The Team: **Hamid Bouchikhi**, Professor and Head of ESSEC's New Business Center. **Jean-François Gallouin**, Head of the Centrale Entrepreneurs at Ecole Centrale de Paris. **Philippe Lukacs**, Professor of Innovation Management, Ecole Centrale de Paris, and director of the Catalyst.

International Newsletter

September 2002

IMHI's 20th Anniversary

More than 450 alumni, industry professionals, ambassadors and guests came together for IMHI's 20th Anniversary event held from 20 – 22 June 2002, in Paris. The conference *Celebrating 20 Years of Successful Partnerships* honored not only the success of the joint venture between **Cornell University's School of Hotel Administration** and **ESSEC Business School**, but also highlighted the important partnerships IMHI has developed with industry over this period.

A commemorative book, *From Vision to Reality - The History of IMHI 1980 - 2002*, and a video were produced to mark the anniversary event. Paying tribute to IMHI's history and continuing evolution over the last 20 years were contributions from its founders, **Dominique Xardel**, former Director, ESSEC, **Robert Beck**, former Dean of **Cornell's Hotel School** and the first Director of IMHI, and **Serge Perrot** former Inspecteur responsible for hospitality schools in the French *Educational Nationale*, directors of the program since its inception, and representatives of IMHI classes since 1983.

Some 150 people gathered at the evening **Get-Together Reception** to kick off the celebration at the **Touparry La Samaritaine** on Thursday, June 20.

Globalization - Where Are We Heading?

On Friday, June 21, globalization was the theme of the opening session of a conference headlining keynote speakers **Jean-Marc Espalioux**, Chairman of the Management Board, ACCOR, and **Marie-Laure Djelic**, ESSEC Professor of Human Resources. They shared their thoughts on the impact of globalization on organizations and their strategies, discussing the implications of September 11th for the long-term strategic responses of the industry. **Michael Olsen**, Professor Strategic Management, Virginia Tech & State University, moderated the session and discussions following the presentations.

Leaders in Innovation

The second part of the morning was devoted to a panel session on *Leaders in Innovation*, focusing on what it takes to stand out in niche markets. Cornell Professor **Jan de Roos** moderated the round table with a number of distinguished entrepreneurs.

Ajay Bakaya (H'83), partner and Executive Director of Sarovar Park Plaza Hotels and Resorts (Winner of FHRAI Young Hotel Entrepreneur of the Year 2000-2001) graduated from IMHI's first class of 1981-83.

Philippe Bloch (E'82), Co-President of Columbus Café, founded in 1993, successfully introduced the gourmet coffee concept into France and now has France's leading chain, Expresso Bars, made up of 30 outlets, with several more due to open this year.

Hamid Bouchikhi, professor of strategy and management, is the founder and Director of ESSEC's New Business Center. He recently set up the New Venture Catalyst, a joint effort with Centrale Paris (see p. 3).



J. de Roos, A. Bakaya, H. Bouchikhi, P. Bloch, D.C. Janssen, G. Leo-Andrieu

Dominique-Charles Janssen, President, *Institut Van Gogh*, had as his project to make the *Auberge Ravoux* in *Auvers sur Oise* a memorial to the famous painter, and a place known worldwide. **Grace Leo-Andrieu**, President of GLA International, is a highly successful management consultant specializing in small independent luxury hotels.

"Fête de la Musique" Cocktail, Dinner and Cruise on the Seine

The summer equinox on 21st June is always celebrated in high style in Paris. People take to the streets to listen to music of all types at spontaneous and organized parties out in the open. Conference participants celebrated with a dinner cruise along the Seine that highlighted historic Paris.



Dinner cruise participants

On Saturday morning, June 22, participants could join **sight-seeing trips** of Paris and specially arranged visits of trend-setting hotels. The **Graduation Ceremony** of IMHI students, Class 2000 – 2002, was held in the afternoon, with presentations by ESSEC President **Pierre Tapie**, IMHI founder Dean **Robert Beck**, and Associate Dean **Tom Cullen** of Cornell.

At the evening **Cocktail Party & Gala** conference participants, the graduating class of 2002 and their guests were joined by specially invited VIPs from the industry, founding contributors, ambassadors and government officials to celebrate together IMHI's 20 years in a wonderfully festive evening.

The Graduation Ceremony and Gala Evening was held in the outstanding **Pavillon Gabriel**, situated just off the Champs Elysées between the American Embassy and the Elysée Palace. Opened in 1841, this historic venue symbolizes Paris and represents beauty, luxury and elegance all across the world. There could be no more fitting setting to mark IMHI's special anniversary event.

A more complete account of this event will accompany the autumn issue of the *International Newsletter*.

International

AACSB International Accreditation Seminar

On April 28-29, 2002, AACSB International presented its first International Accreditation Seminar for management educators outside the United States at the CNIT in La Defense. An outstanding success with over 30 countries represented by 110 delegates, it was co-hosted by ESSEC, the first European school to receive AACSB accreditation. The seminar targeted non-American university and business school deans and directors interested in learning about quality assurance, the value of membership, and eligibility criteria.



M. Blood, J. Domitrz, G. Garland

Over the two days, AACSB officials **Milton Blood** and **Joseph Domitrz** presented the details of the accreditation process and its importance. European deans and directors of recently accredited universities reflected on their experience and helped field questions from the audience. **Gonzalo Garland**, director of international relations, Instituto de Empresa, **Christian Koenig**, associate dean of ESSEC MBA, **Wil Foppen**, newly appointed Dean of Maastricht's Graduate School of Management, **Bernard Ramanantsoa**, dean of HEC and **Maurice Thévenet**, professor at ESSEC participated, following the welcome address by **Pierre Tapie**, President of ESSEC Business School.

AACSB International was **founded in 1916** and has been granting accreditation status since 1919. Until 1960 membership was limited to accredited schools only. Current membership includes 850 educational institutions in the US and 185 others, of which **424 are accredited** (30 are non-US institutions – 7%). The organization also offers a number of conferences and symposia, as well as setting up and supporting affinity groups.

AACSB International has defined its mission as **providing global leadership by advancing management education through accreditation** and by fostering international interchanges, key business linkages, sharing best practices, and promoting professional development.

Opening up accreditation to non-Americans has meant accepting the evolution of standards, the inevitable result of applying the spirit of its mission to other cultures. Indeed, standards are currently being re-written. The organization considers itself successful to the extent that it helps its members fulfill their own goals. It also hopes to provide a voice by putting forward issues worldwide. A vital advantage of accreditation is its requirement of continuous improvement. An institution that is doing well can easily become self-satisfied. The strong concern for quality that underpins the review process enables a review team to give an outside opinion and thus becomes a valuable way to share information, helping with objectivity by providing feedback. Peer-based review means sharing common professional values.

Among the issues studied in depth during the candidacy process are the school's **mission**, which must be articulated as a guide to its future, **the faculty's composition and qualifications, curricula, instructional programs, demographic diversity and intellectual contributions by faculty.**

And how recession-proof is the luxury goods industry?

Wednesday April 24th marked the **first Newsmakers Panel** co-organized by the New York Chapter of the ESSEC Alumni Association and ESSEC Business School. The event was highly successful, with 200 executives from the luxury goods industry

and varied professional fields in attendance. The prestigious panel included opinion leaders in the industry, each with expertise in marketing, finance or legal concerns.

Elyette Roux, ESSEC Prestige LVMH Chair Professor, who set up the Luxury Studies program, offered a special welcome to the panel and an insightful presentation of the sector's history and future. She shed light onto evolving shifts in luxury image and brand values over the last 30 years, and touching on enduring strengths and the future path for successful brands.

Discussion Highlights: Recessionary Influences

Noted experts in the world of fashion and beauty retail tackled the question of the recession's effects on luxury, manifested differently than in other industries. After September 11th, the slowdown in luxury spending was heightened due to decreased domestic and international travel resulting in a drastic drop in duty-free and travel purchases - a major source of revenue.

Consumer Shifts

A continuing challenge facing the sector is the generational shift of consumers. Clearly, how consumers interact and identify with a brand has everything to do with mindset and values. Several panelists explained the social and behavioral diversity amongst different demographic groups. Baby-boomers now in their 50's and 60's have renewed interest in buying durable goods, such as luxury real estate and home furnishings, rather than perfumes and clothes. However, younger age segments have different expectations from luxury products. They look for modernity and the convenience of finding luxury items in their local store or on the web.

A debate ensued about the primary target client for luxury communication: a wealthy baby boomer with more discretionary income or a younger consumer who will be investing in luxury brands more over time? The importance of concentrating on older, affluent clients who make the majority of luxury purchases was emphasized. Many designers estrange this group with hyper-trendy campaigns and styles targeted to a younger, less affluent consumer.

Enduring Value

The recession, and the psychological impact of September 11th, emphasize the need for luxury brands to continuously reestablish their timeless value in today's marketplace. Endurance, high quality and great attention to details are central elements to developing a luxury brand - precepts that are as essential to strong, well-known brands as they are to newcomers.



(left to right)

Marvin Traub, Senior Advisor, Financo - Anne Stone, President, US Alumni Association - Phillip B. Miller, President, Phillip B. Miller Associates - Patrick Bousquet-Chavanne, Group President, Estee Lauder Companies Inc. - Antoine Treuille, Executive Managing Director, Mercantile Capital Partners - Elyette Roux, Chair Professor, ESSEC Prestige LVMH - Camille MacDonald, President and CEO Parfums Givenchy, Inc., American Designer Fragrances, LLC, Guerlain Inc. - Alain Viot, President and CEO, Cartier North America Inc. - Pamela Fiori, Editor-in Chief, Town and Country - Antoine Colonna, Head Luxury Goods Equity Research, Merrill Lynch - Anthony Kahn, Partner, Coudert Brothers LLP - Pierre Tapie, President, ESSEC Business School

Administration



Claudine Nguyen to Retire

After nearly **thirty years** of faithful service to ESSEC Business School and more specifically the **grande école** itself, **Claudine Nguyen** will be retiring at the end of the summer. She arrived at ESSEC when the Business School came to Cergy-Pontoise, and her departure will signal the end of a career where her energy, commitment to service and quiet efficiency were solid foundations on which the ESSEC admissions process was based. In 1973, Madam Nguyen was hired to manage the contest for students entering the first year of the program. Therefore all the students who have been admitted over the past three decades have her to thank for taking care of the admissions procedures enabling them to attend ESSEC and this concerns **7587 people** in all! As for candidates, there were 2794 in 1974 compared with 3208 in 2002, with a peak of 3749 in 1997.

When Claudine Nguyen arrived, the contest consortium had not yet been set up (it began in 1990), so managing entailed all the administrative responsibility for preparing the admissions process: managing correctors (now some **110 people**), sending out and collecting copies, selecting and overseeing proctors. In short, over the past three decades she has been responsible for checking the thousand and one details that ensure a candidate has received the information needed at the right moment, and myriad problems, such as those resulting from unannounced train strikes for example, were solved as quickly and efficiently as possible.

With the opening of ESSEC to students of arts and humanities backgrounds, the workload increased substantially. Claudine Nguyen has worked successively for **Philippe Régimbart**, her current supervisor, **Michel Calamy** and **Paul Montuclard**. The qualities required to successfully handle such responsibilities include intellectual and ethical rigor, scrupulous attention to detail and unfailing energy – qualities she has in abundance. In addition, her sense of humor and her constant smile put candidates and colleagues alike at ease.

Passionate about her beliefs, Claudine Nguyen has also used her talents to improve the lot of her fellow employees. She was several times reelected as a **déléguée du personnel cadre** where she helped defend employee rights. Her qualities have been an inspiration and an example to all around her. We wish her a long, happy and well-deserved retirement.

Admissions update

	number of candidates	diff. – 01	foreign countries
EPSCI	2857	+3.44%	33
ESSEC AST (foreign)	692	+ 36%	28
Specialized Programs (MS)	1479	+ 23%	43
IMHI MBA	91	- 8%	24
MBA Luxury Brands	87	+ 29%	22
MBA Agri-Food	30	+ 30%	16
Doctoral Program	27	- 27%	14
MS Mkg Mgmt	36 (March 02)	no change	none

CONFERENCES

Final Boarding Call: Air Transport, Airports and Sustainable Development

On **July 1-2** there was an international conference presented by the **General Council of Val d'Oise**, NGO **Transport et Environnement**, the **United Nations Program for the Environment** and ESSEC Business School to foster public debate about the future of air transportation. Conference results will be presented at the United Nations summit in Johannesburg, August 26-September 4. **The Aéroports de Paris** also sponsored this event. Contact: yann.chevalier@cg95.fr
Information about the summit: www.johannesburgsummit.org

Tremplin Entreprises

For the 4th consecutive year, the **Senate**, **ESSEC** and the **ESSEC Alumni Association** are organizing **Tremplin Entreprises**, the major annual event for companies seeking investors. On **July 9-10, 2002**, 40 for the most innovative firms, half wanting **seed capital** and half for **further rounds**, will present their projects to investors capable of financing them.

Tremplin Entreprises has become the **number one event for capital investment in France**, both for candidacies and for mobilizing key investors in start-up capital. Among the new developments this year, Tremplin Entreprises and **Paris Europlace**, the organization representing Parisian financial institutions, have jointly set up **Paris Investors' Week**.

HR 2002 – ESSEC the Academic Partner of the Human Resources Congress

The **2002 HR Congress** will take place at the Hotel Concord-Lafayette in Paris **on September 25-26, 2002**. Professors **Jean-Marie Peretti** and **Maurice Thévenet** are on the steering committee and will take part in the round tables. Five major topics will mobilize opinion:

- Developing human capital and new perimeters of the HR function
- Crisis in 2005 – how to prepare for the coming employee shortage
- Coaching – evaluating performance
- E-HR – management consequences and ROI
- Social marketing – a new dimension to HR?

The Internationalization of Executive Education: Cultural Diversity as a Strength

EFMD, the European Foundation for Management Development based in Brussels, is preparing an Executive Education Conference to be held at ESSEC Business School, CNIT La Defense campus in Paris, on **30 September – 1 October 2002**.

Topics to be discussed will include:

Staffing

- The issues in a situation of internationalization
- The approach to be adopted with the staff
- Need to change the working language
- Employment of expatriates or local people

Products and Services

- Implications concerning products and services to serve different markets

Technology

- How to define and circumscribe the impact of technology?
- The relationship between technology and the ways of working on an international level

Students

Les Mardis de l'ESSEC

In an election year, inviting public figures to speak becomes even more obviously important and, as expected, the student public debate club, Les Mardis de l'ESSEC, stimulated political thought and discussion by inviting as many key people as possible. Here is a partial list of guests in 2001-2002 and their topics.

Nov. 6: **Michèle Alliot-Marie**, Chair of the RPR, *Quel avenir pour les valeurs de la droite?*

Dec. 4: **Loïk Le Floch-Prigent**, former Chairman of Elf, *Affaire Elf, affaire d'Etat*

Dec. 12: **François Hollande**, First Secretary, Socialist Party, *Le Parti Socialiste: vers 2002.*

Jan. 22: **Pierre Tapie**, President of ESSEC, *Quel projet universitaire de l'ESSEC comme institution européenne ?*

Jan 15: **Dominique Voynet**, Secretary General of the Green Party, *Verts et roses*

Jan 29: **François Bayrou**, Chair, UDF, *La France en 2002, panache blanc de l'Europe*

Feb 19: **Christine Boutin**, presidential candidate, *Socialement incorrecte?*

March 7: **General Aoun**, former Lebanese Prime Minister, *Stabilité au Liban et paix au Proche Orient*

March 13: **Jean-Claude Gayssot**, Minister of Equipment, Transportation and Housing, *Ministre ou délégué syndical?*

April 9: **Jean-Cyril Spinetta**, President of Air France, *Air France: ambitions et stratégies*

April 30: **Jacques Vergès**, attorney, and **Bernard Debré**, former Minister, discussed *Le suicide de la France*, title of their recent book.

June 4: **Gilles Pelisson**, Director General of Bouygues Telecom, *Bouygues: Small is beautiful*

Hervé Schoner wins the LVMH Asia Award



Each year LVMH grants 5 scholarships to grande école students who are particularly interested in Asia. To participate, students must write up a 10-page project explaining in detail a study that they would like to carry out in one or more Asian countries of their choice. The topic can be cultural, political, economic or social. Award winners are then

sent on site to carry out their project. This year over 50 entries were submitted.

Hervé Schoner was chosen for his project entitled **China-Taiwan: Economic Interdependence versus Political Independence and Military Reunification**. Hervé will spend three months in **Taiwan, Guangdong and Greater Shanghai**, trying to measure the geopolitical consequences of developing stronger cross-straight economic relations. He will meet politicians, businessmen and key local figures working on rapprochement. The study will focus mainly on the high tech sector, such as semi-conductors, laptop computers and cell phones. The students writing the two best reports will be invited to speak at a conference organized at INSEAD in February 2003.

Michelin's Innova 2021 Prize

For the second consecutive year, Michelin has awarded the **Innova 2021** prize to first-year ESSEC students **Julie Alary, Aude Bellande, Aurélie Blanchard, Marjolaine Noel and Eudoxe Denis**, for their highly original suggestions concerning the service industry over the next two decades. **Edouard**

Michelin co-awarded the prize to students from *Ponts & Chaussées* for the technical part and from *Les Ateliers* for the design.



**Christian Koenig,
Julie Alary,
Aude Bellande,
Aurélie Blanchard,
Marjolaine Noel**

The Wider Context – Hobsons' European Student Survey

ESSEC has a longstanding partnership with London publishers **Hobsons**, which has carried our advertising for several years. Recently Hobsons decided to extend its traditional national student survey to cover the whole of Europe. A stratified random sample of students from the firm's database was contacted, based on country of study and year of graduation. Overall, 54,000 students received a hyperlink to the European Student Survey. This resulted in 5,141 responses in 6 weeks, an overall response rate of 10%. But for the purpose of the report, 4,151 responses were included (8% response rate), with equal representation for men and women.

The survey studied **lifestyles** and **careers**. Fieldwork was conducted in January-February 2002. Responses were automatically collated in an online database and later exported into SPSS for analysis. Below is an extract of the findings, published in *The European Student Survey 2002 – an in-depth investigation into the lifestyle and career choices of university students across Europe*, reprinted by permission. Students represented all study disciplines.

An extract of findings

Careers

- "One in 5 European students has a definite idea of the career path to follow, and a further 42% have a fair idea.
- One in five students would like to work in the public sector, and self-employment appeals to one in nine.
- European students on average expect to start their first graduate career job on 29,180 euros.

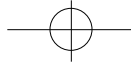
Skills

- Students consider themselves to be hard working and adaptable, with good interpersonal and communication skills, and around 7 in 10 also feel that they are ambitious, efficient and quick thinking.
- They believe that the most important skills and attributes for careers job applicants are communication and interpersonal skills, plus hard work, efficiency and adaptability.

Student lifestyles

- Almost all European students regularly check their email, and 87% had used a mobile phone for calling someone, 82% for text messaging, in the last week.
- 75% of European students had visited a pub or club in the last week. More than half of all European students (55%) participated in sports in the week prior to completing the survey. Eating takeaways was something that 47% of all European students did in the week in question.
- 90% expect to own a car, 75% to own their own home, and 66% to have a pension plan by the age of 30 – they aspire to security. Two in three students expect to be married by the age of 30 and 61% to have children also."

Further information may be obtained from Jo Ford at Jo.Ford@Hobsons.co.uk



International Newsletter

September 2002

CALENDAR

2002-2003 Classes begin

EPSCI	1	16 Sept.
EPSCI	2	30 Sept.
EPSCI	3-4	2 Sept.
ESSEC	1	2 Sept.
AST		7 Oct.
ESSEC	2-3	7 Oct.
MS		27 Aug.
IMHI MBA	1	24 Sept.
IMHI MBA	2	30 Oct.
Luxury MBA		26 Aug.
Agri-food MBA		26 Aug.
Doctoral program		1 Oct.
Executive MBA		3 Sept.

Recruitment fairs – autumn 2002

Western Europe

Wed., 9 Oct.	London	MBA World Tour
Sat., 12 Oct.	Paris	MBA World Tour
Tues., 15 Oct.	Madrid	MBA World Tour
Mon., 21 Oct.	Milan	MBA World Tour

Central Europe

Mon., 28 Oct.	Warsaw	MBA World Tour
Wed., 30 Oct.	Moscow	MBA World Tour

Asia Pacific

Sat., 9 Nov.	Shanghai	MBA World Tour
Tues., 12 Nov.	Hong Kong	MBA World Tour

North America

Sun., Sept. 29	New York	MBA World Tour
Fri.-Sun., Dec. 13-15	Miami	Americas Workshop ICEF

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ESSEC International Newsletter - www.essec.com

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