

# ESSECDAY

## “I am an ESSEC”

ESSEC's first annual reunion is a huge success

6<sup>th</sup> June 2009

June 6th 2009 marked the very first 'ESSEC Day' – the inaugural annual reunion of the ESSEC Business School community, planned in partnership with the Paris-based, ESSEC Alumni association. Over 500 guests descended on the Cergy campus to reunite with faculty, students, alumni and staff and take part in a myriad of social and educational activities. The afternoon kicked off with theatre, sport and wine tasting, in addition to a stunning dance performance by alumnus Catherine Motol (1996) in the brand new, state-of-the-art restaurant. The notorious 'Mardis de l'ESSEC' – the school's debating society – broke tradition and hosted a 'Samedi de l'ESSEC', inviting contributions from ESSEC professors, Florin Aftalion (finance), Maurice Thévenet (management), Daniel Tixier (FMCG Chair), and Radu Vranceanu (economics), in addition to Josée Lasserre, former Director of Student-Corporate Relations.

Later in the evening, the new president of the ESSEC Alumni Association, Mahamadou Sako, gave a speech encouraging alumni to continue to meet regularly and build closer relations with the ESSEC Community at large, a message echoed by Pierre Tapie, Director of ESSEC Business School, who followed-up by reminding everyone of the importance of the ESSEC Alumni network and acknowledging how their continued support is increasing each year. Finally, alumnus Philippe Vandame (1946) paid homage to the late Guy Degrenne, who created his homeware empire after completing ESSEC in 1946 and went on to become a household name in France. The *Guy Degrenne* company was one of ESSEC Day's main sponsors and donated several luxury prizes which were taken home by lucky guests.

The evening festivities included a gourmet buffet, dancing, and a concert-style performance including amusing poems and songs, in addition to the free-flowing champagne that one would expect from a French business school! The event proved to be a truly convivial affair that brought together the ESSEC community and provided an opportunity for the various associations that contribute to the school's exceptional diversity to demonstrate their skills and interact with "ESSECs", past and present.

"In addition to the satisfaction we got from taking part in this event, we thoroughly enjoyed the great ambience and atmosphere. ESSEC Day deserves to be repeated and go down in history as one of ESSEC's legendary moments..." - Jérôme Adam, (2000) Creator EasyLife Conseils.

For further information, look no further than [www.essecday.com](http://www.essecday.com)

'Save The Date!' – 5th June 2010 – for next year's ESSEC Day!

*The organizers of ESSEC Day 2009 would like to express their gratitude to their sponsors, **Exclusive Hotels, Guy Degrenne and HP Invent**, in addition to **ESSEC and EPSCI Alumni** and the following student associations, without whom this event would not have been possible: **Bureau des Etudiants (Students Union), Comedia, Elyxir, ESSEC Live, Foy's, IMHI Traiteur, Jam, Mardis de l'ESSEC, Rhug-Me, Pao Bang, EPH, S'Cool & Co.***