

*Prime Minister
Raffarin guest
of honor at
a workshop
on initiatives
to help
disadvantaged
youth...*

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“
*I want to build
a program
of initiatives
for equal
chances
in higher
education.*”

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International

Opening of the ESSEC Asian Center in Singapore

At a press conference on 22 April 2004, ESSEC Business School announced the creation in Singapore of its ESSEC Asian Center, for research and teaching, launched with the support of the Economic Development Board of Singapore. His Excellence, Ambassador Jasudasen of Singapore, and Mr. Ming Kian Teo, President of the Economic Development Board, were guests of honor at the event, hosted by Messrs. Guy La Tour, President of the Board of Trustees, and Pierre Tapie, President of ESSEC Business School.

The ESSEC Asian Center will have two main missions - to develop research projects (luxury brands in Asia, urban management, biotechnology, innovation in services and risk management as it relates to sustainable development) in fields chosen for their current or future importance for Asian development. Its second mission is to offer pro-

grams for graduate or executive participants. Specifically, in future the Center will offer ESSEC MBA students the chance to study part of their curriculum in Singapore.

Asia is a unique place to launch research projects, expose our students to new challenges

and attract participants into existing or ad-hoc programs. This center will be an opportunity for existing programs running in Europe to gain specific exposure to Asian challenges and for ESSEC to develop specialized programs in Singapore to address Asian needs in our fields of expertise.



By setting up a center in Asia, ESSEC Business School has chosen to extend its reach to a central part of the world in terms of size and growth, thus in terms of management challenges and development opportunities. By carrying out research programs in Singapore, ESSEC will be able to consolidate ►

Ambassador Jasudasen, Republic of Singapore, C. Koenig, Director, ESSEC Asian Center, M.K. Teo, Chairman, Economic Development Board, P. Tapie, President, ESSEC, G. Katz-Bénichou, ESSEC Aventis Chair, T.S. Chong, and C.B. Ang, EDB France.

its leadership in areas where it is a pioneer and enrich its expertise in new experimental areas, with fresh challenges in a new context. Our presence in Singapore will also help ESSEC meet the needs of current and potential clients of corporate programs. In particular, the dynamism of Singapore's economy, and the social, economic and political changes taking place in Asia raise important issues and challenges in many management fields and create a stimulating environment for research and education.

The development of ESSEC in Asia is part of the school's policy to enhance its international stature. Being international in higher education requires a number of efforts: developing more international content and program formats, attracting more foreign students and faculty, serving international markets for management education. For each of these criteria, ESSEC has made substantial progress, but the opportunity to establish a permanent base in Asia clearly represents a new dimension, a change of scope of our international presence in terms of

research, programs and industry support. By providing on-site resources to ESSEC faculty, allowing them to better study the Asian region, the ESSEC Singapore Center will be a major source of new ideas and knowledge, leading to the recruitment of doctoral students and permanent faculty for our Asian Center.

The ESSEC Asian Center in Singapore will be headed by an ESSEC professor, Dr. Christian Koenig, who expects to settle in Singapore in September 2004. ■

E SSEC's development in Asia has accelerated over the past twenty years. Since launching a permanent Japan office in Tokyo in 1984, the School has set up solid partnerships with such prestigious universities as Keio (Japan), Beijing (China), Seoul National University (Korea), and Nanyang Technological University (Singapore). ESSEC MBA has double-degree agreements with most of these. The undergraduate program, EPSCI, has just signed a double-degree agreement with Tongji University in Shanghai. Moreover, the School has long-standing agreements in India with the Indian Institutes of Management in Ahmedabad, Bangalore and Lucknow.

Why Singapore?

Singapore represents the ideal location for this project because of its central location, history, the quality of its environment and infrastructure and because of its policy to be a hub of Asian higher learning and knowledge-based activities. Among its many strong assets are its unmatched legal and social structure, a pro-business tax regime, a wide range of financing schemes, and a highly skilled domestic labor force.

By settling in Singapore, ESSEC Business School will be joining an impressive group of universities and corporations. Eleven other world-class, US, European and Asian universities are already present. Seven thousand multinationals are increasing demand for professional services. Major firms are already present in legal services, auditing,



Christian Koenig



accounting, management consulting, human capital, communications, advertising, public relations and market development.

About the Economic Development Board

Set up in 1961, the EDB is part of the Ministry of Industry and Commerce of Singapore. For over forty years, it has fostered and organized economic activity, and developed the business and investment network, promoting knowledge-driven industries in particular. A true catalyst, the EDB supports SMEs as well as larger firms and institutions of international stature that want to settle permanently in the country.

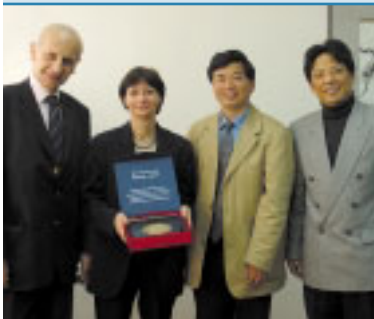
Asian Press at ESSEC

In France for a week at the invitation of the Ministry of Foreign Affairs, a delegation of journalists representing newspapers across 12 countries in Asia came to ESSEC on June 9, meeting School administrators and program directors. They were in France to prepare for the Asia-Europe meetings of the ASEM Summit, scheduled in Hanoi next October. Their program covered three main topics: political dialogue, economic relations and Franco-Asian cooperation on culture, education and science. ESSEC was included in their itinerary because of its long-standing relations with Asian universities. The countries represented were Brunei, Cambodia, China, Indonesia, Korea, Japan, Laos, Malaysia, Philippines, Singapore, Thailand and Vietnam. ■

Members of the Asian press surround C. Koenig, 5th from right



EPSCI's New Double-Degree Agreement in China



Dominique Xardel, Associate Dean, ESSEC External Affairs, Martine Bronner, Dean, EPSCI-ESSEC Program, Zhou Zu-Yi, Vice President, Tongji University, Dong Qi, Director, Tongji University.

EPSCI School of International Management has just signed a double-degree agreement with Tongji University in Shanghai. One of the most prestigious universities in China, Tongji has 44,000 students spread over four campuses and 4,200 faculty members.

This year, five places are open to EPSCI students, with the chance to exchange up to fifteen students in future. Management courses will be taught in English, but students will also take at least six hours of Chinese each week to prepare for a Chinese language exam, the HSK level 3.

This event is part of EPSCI's ongoing development abroad since three other new exchange agreements have been signed in recent months with IBS Budapest in Hungary, Universidade Nova de Lisboa in Portugal and Lund University in Sweden. ■

ESSEC MBA Reinforces Its Presence in Spanish Language Countries and Portugal

ESSEC MBA has signed three new agreements for student exchanges and partnerships with several universities in Spain, Mexico and Portugal, thus widening its offer of international programs. These represent new opportunities to specialize in Spanish, Portuguese and Latin-American markets as of the next academic year. The agreements are true passports for markets in southern Europe and Latin America, reflecting ESSEC's determination to develop its MBA curricu-

lum on the international scene and offer students new programs at the highest academic level.

Students will benefit from several initiatives:

- A double degree Franco-Mexican MBA with EGADE, the prestigious school of management of the *Tecnologico* in Monterrey, Mexico, with which ESSEC Business School has had relations since 1982. This agreement also provides for the development of faculty exchanges

and joint research projects.

- A trimester of exchange at UPF, the well reputed economics and management University of Pompeu Fabra in Barcelona, will welcome students into its new MBA program and reciprocally.

- Last, ESSEC has just signed its first partnership agreement at the MBA level in Portugal with the Faculty of Economics at the Universidade Nova de Lisboa, among the best known universities in the country. ■

Programs

Launch of the ESSEC-Aventis Chair in Ethics and Biotechnology

At a press conference on May 6, 2004, ESSEC Business School announced the launch of its Chair in Ethics and Biotechnology, in partnership with Aventis, number 1 in pharmaceuticals in France. The Chair in Ethics and Biotechnology, co-chaired by Professors G. Viens and G. Katz-Bénichou, is a pioneering initiative intended to meet two main objectives - to train future managers for the health industry and to raise awareness about the ethical implications of bioengineering to anticipate its potential effects on society.

In keeping with the wide scope of this project, the ESSEC-Aventis Chair will have both teaching and research activities. In terms of research, the Chair develops activities in close cooperation with the ESSEC Asian Center located in Singapore. Through comparative studies in biotechnology carried out in Europe and Asia, the Chair aims to create a true laboratory of ideas, adopting free, prospective reflection on the ethical and technical challenges in the life sciences.

Two seminars are offered. The first explores ethical dilemmas arising in biotechnology and the health industry. The second is devoted to managing R&D, opening windows to the pharmaceutical industry in order to clarify the economic stakes of scientific innovation.

Why a Chair dedicated to Ethics and Biotechnology?

"In a market like pharmaceuticals, where clients are patients first of all, biotechnology must meet a double challenge that is both ethical and technical. At the crossroads between innovation and humanism, this challenge consists in finding the real therapeutic hopes anticipated by medicine in the XXIst century, those that heal without subordinating man to his treatment, and thus finding equilibrium between technical advances and respect for human dignity." Gregory Katz-Bénichou



X. Legrand du Laurens, Director of Communications, Aventis Pharma, J. Lhomel, Director, Biocitech, G. Katz-Bénichou, G. Viens, S. Desazars de Montgailhard, Director, ESSEC Development Campaign, G. Brisson, President, Executive Board, Aventis Pharma, P. Tapie, F. Ballet, Vice President, Research & Development, Aventis Pharma

"Because of its expertise in the health care sector, ESSEC is a privileged place to share common reflection with Aventis. Indeed, the heart of our occupation rests on the provision of effective care to relieve sick patients. This is an ethical challenge. Moreover, the development of biotechnology opens the way for real therapeutic hope in the future. By focusing on ethics and biotechnology, the ESSEC-Aventis Chair responds directly to our daily engagements. Through its academic research and teaching, the ESSEC-Aventis Chair contributes to rendering the debate on biotechnology less controversial and more fascinating. It is also a question of making future players in the health sector aware of the essential dimensions of corporate social responsibility. For a firm like Aventis, setting up a Chair at ESSEC reflects our determination to participate actively in the citizen's debate on biotechnology by placing humanist values at the heart of technical and economic considerations." François Ballet ■

A New Executive Program: the MS Strategy and Management of the Health Industry



Gérard Viens

ESSEC Management Education is pleased to announce its new executive M.S. Strategy and Management of the Health Industry, in partnership with the University of Paris V (medicine & pharmacy). One of the largest activity sectors in France with 10% of GDP, the health care sector is straining under a growth rate exceeding national wealth (due to technological innovation, progress in medical practices and higher patient expectations) and the need for governments to control budget expenditure. This program will offer participants solid skills in managing health firms, knowledge of the economic and legal aspects of the sector, European health policies and regulations, the marketing of medicines and care, and change management. Courses will be taught by teams from both institutions, with guest lecturers from health organizations and the public sector. The MS is accredited by the *Conférences des Grandes Ecoles*. Professors Gérard Viens (ESSEC Health Economics Chair) and François Lhoste (Paris V) are the academic directors of this new program. ■

Programs

Students / Participants



The 25th Tournoi International des Cinq Ballons was held at ESSEC the week of April 19 to 23, with some 1,000 participants from 40 delegations (representing 35 schools or universities and 23 countries) for matches in basketball, volleyball, handball, football and rugby. More than 100 teams fought 210 matches. This is the largest and oldest student organized tournament of its kind in Europe. The Sports Association carefully organized the logistics and festivities, as well as the matches, so that all participants could have a good time, ensuring that events remained peaceful despite the presence of clubs from troubled countries, like the Serbs and Croats or the Israelis and Algerians. ■



Two Disneyland Scholarship for IMHI MBA Students



S. Hobeika and R. Sharma

For the third year running, Disneyland Resort Paris has awarded two scholarships to students of the IMHI MBA in International Hospitality Management. The awards, covering 50% of tuition fees and worth over 21,000 €, are offered each year as part of a joint partnership agreement between IMHI and Disneyland Resort Paris. This year's winners are Raavi Sharma, from India, and Salim Hobeika, from Lebanon. Yann Caillère, President and Chief Operating Officer, Disneyland Resort Paris, commented "We have full confidence in the students' capacity to pursue challenging studies and have successful careers. Our partnership agreement with IMHI also underlines our confidence in this institution, which represents for us a reference in high-level education within our industry." ■



The Cheer Up student association, set up to help young cancer patients, participated in National Cancer Week by organizing a race to raise funds, on April 1, with the sponsorship of Coca Cola and Michelin. Some 400 participants (students, graduates, staff and youth from the city) raced around the Cergy Prefecture park (1,985 times!), helping the club collect 3,000 €. Benefits will finance an Internet project at the Curie Institute in Paris. Cheer Up won the AGF prize (6,000 €), as well as the Ernst & Young Prize (2,300 €) this year as best of the 170 student club projects submitted for 2003-2004. All sums were donated to the cause. ■

The Creatio-CIC Contest Launched by ESSEC Initiatives



The Creatio-CIC contest was launched by ESSEC Initiatives on March 15 to foster entrepreneurship at ESSEC. Sponsored by CIC and others, the first prize of 15,000 € was awarded on May 27 to Lolly Pops, a network of private day care centers. The contest was the first of its type in France, and EI hopes to repeat this effort next year. Seventy-two entries were submitted by some 200 participants from the various ESSEC programs. ■

Florin Aftalion Retires

A passion for scholarship

Florin Aftalion, Professor of Finance, has taught at ESSEC since 1972. A charismatic teacher, his electives *International Finance* and *Portfolio Management* have been particularly appreciated by generations of students. Following an engineering degree from the ENSPM, he took a Ph.D. at the Faculté des Sciences de Paris. He then took an MBA and a Ph.D. in Finance at Northwestern University. His research interests are numerous: portfolio management, measures of performance, exchange rate management, monetarism, forward and futures markets, international finance, and the economy of the French revolution, among others. An ardent scholar of mathematical tools to analyze abstruse financial concepts, his eminence in economics and finance has always been recognized by his peers.

Florin Aftalion is a member of the French Finance Association, the Scientific Committee of the *Journal des économies et des études humaines*, the Administrative Council of the Association for Economic Liberty and Social Progress, and the Mont Pèlerin Society. He is the author of many articles and books, the



latest of which are *La nouvelle finance et la gestion des portefeuilles*, *Les techniques de mesure de performance* (with P. Poncet) and *La trahison des Rosenberg* (Lattès 2003). He has worked as a consultant for major banks and financial institutions, such as Crédit Lyonnais, Chase Manhattan and Euronotation France, in asset management and performance measures. He has been a Visiting Professor at New York, Northwestern and Tel Aviv Universities.

An avid tennis player and skier, occasionally a trumpet player too (traditional blues), Florin Aftalion plans to continue research and writing in his field of expertise as well as on the broader social issues affecting current society, while spending more time with his family. ■

First National Academic Research Seminar

Launched at the initiative of Professors Radu Vranceanu, Director of Research at ESSEC, and Pierre-Laurent Bescos, Director of Research at EDHEC, the first national meeting of business school deans of research was held on March 19, in Nice, with the theme "Methods of evaluating management research and faculty research performance." Sixteen research directors shared their experience about their methods of evaluating research. Research evaluation is a main component of the incentive schemes set up by most business schools. Most often, research performance is related to paper publication in top international refereed journals. A number of other questions were addressed, including the dominance of the English language and of US publications in the management research landscape. The deans of research decided to meet every year to discuss relevant topics for developing research activities in their schools. ■

Recent Books

■ Aftalion, Florin (1),

La nouvelle finance et la gestion des portefeuilles, Paris (France) Economica, 2003, 232 p.

■ Aftalion Florin & Patrice Poncet (2),

Les techniques de mesure de performance, Paris (France) Economica, 2003, 144 p.

■ Cerdin, Jean-Luc (3) & Jean-Marie Peretti (4),

Compétitivité et normes sociales internationales, ESSEC Business School, 2004, 388 p.

■ Cerdin Jean-Luc, S. Guerrero & A. Roger,

La gestion des carrières: Enjeux et perspectives, Vuibert, 2004, 423 p.

■ Comyn-Wattiau Isabelle (5) & J. Akoka,

Les bases de données, Paris (France) Presses Universitaires de France. Collection Que-Sais-je, 2003, 128 p.

■ Donada, Carole (6) & P. Brocard,

La chaîne de l'équipement automobile, Paris (France) Ministère de l'Industrie, 2003, 204 p.

■ Fourçans, André (7) & R. Franck,

Currency Crises - A Theoretical and Empirical Perspective, Ed. Elgar, 2004, 261 p.



■ Portait, Roland (8), P. Charlety-Lepers (9),

D. Dubois & P. Noubel, *Les décisions financières de l'entreprise. Méthodes et applications*, PUF, 2004, 604 p.

■ Roux Elyette (10) & G. Lipovetsky,

Le luxe éternel, de l'âge du sacré au temps des marques, Paris (France) Gallimard, Collection Le Débat, 2003, 200 p.

■ Stology Nicole (11),

Les infractions du monde des affaires. Comprendre les infractions des affaires pour pouvoir définir la terminologie Paris (France) Vuibert. Collection Explicite, 2003, 126 p.

■ Tapiero, Charles (12),

Risk and Financial Management: Mathematical and Computational Methods, Wiley, 2004, 341 p.

■ Thévenet, Maurice (13),

Management, une affaire de proximité, Paris (France) Ed. d'Organisation, 2003, 184 p. *Culture d'entreprise* (éd. russe), 2003, 123 p.

■ Tissot, Olivier de (14), & G. Haas, *Cyberconflits et entreprises*, Editions des Parques, 2004, 409 p.

■ Vranceanu, Radu (15) & M. Guyot, *Bazele Microeconomiei Intreprinderii Iasi*, Polirom, 2004, 302 p.



Une grande école, pourquoi pas moi?

“Excellence accessible to all”

Jean-Pierre Raffarin

On June 9, Prime Minister Jean-Pierre Raffarin and Catherine Vautrin, Secretary for Integration and Equality of Chances, were the guests of honor at a workshop to evaluate the program launched by ESSEC last year to accompany disadvantaged youth throughout their lycée studies, helping them aim for higher education. Organized by professor Thierry Sibieude of the Social Entrepreneurship Chair, the event attracted local officials, parents and students participating in the program, members of the Versailles Chamber of Commerce and several representatives of the TV, radio and written press. Students are selected for their grades and motivation, following a program composed of several modules including methodology, cultural capital, expression techniques, and discovering firms, occupations and sectors. Sixteen months after the launch, results are encouraging and the students themselves are pleased with their newly developed skills and overall confidence. Progressively becoming more aware of their own tastes and prefer-



Students, tutors, parents & officials with J.P. Raffarin

P. Tapie, C. Vautrin, J.P. Raffarin, J.F. Bernardin (front row)

ences, they are making more specific plans for their future studies.

Overcoming barriers

ESSEC's objectives with this program include widening its recruitment base, raising expectations for disadvantaged youth, rehabilitating their work ethic and effort, and fostering talent from underrepresented segments of society. At present 48 lycée students are being tutored by 16 ESSEC student volunteers, and eight lycée professors supervise activities, providing help and advice. Lycée professors remarked on the changes seen in these students, who in turn motivate their peers.

Participating lycées are Jules Verne in Cergy le Haut, Galilée in Cergy Saint-Christophe, Georges Braque in Argenteuil and Evariste Galois in Sartrouville. “Because we believe in them, they in turn believe in themselves,” said Chantal Dardelet, program coordinator.

Prime Minister Raffarin remarked that the commitment of ESSEC's students was particularly useful for society, and he thanked them for showing good example. He was happy to note that the program would create a charter defining best practices and methods that could be shared with other establishments.

Experts Predict More Change for Hospitality Industry at 3rd Newsmaker Event in New York City

Changing tastes in the luxury market, a growing Gen-X presence and increased use of the Internet to book travel are three trends that will shape the future of the hospitality industry, according to a panel of industry experts who debated these issues and more at the Third Annual Newsmaker Event on May 12, 2004. Held at New York City's Four Seasons Hotel and entitled “The Hospitality Industry: How The Survivors Survived,” it featured a probing look at the present state and future of the global hospitality industry.

The four distinguished experts were Mark Abramson, Senior Managing Director, Bear Stearns, Daniel Boulud, Chef/Owner, Daniel, Bjorn Hanson, Managing Partner, Hospitality & Leisure Practice,

PricewaterhouseCoopers, and Jacques Stern, Chief Financial Officer, Accor.

Malcolm Noden, Visiting Senior Lecturer at the Cornell School of Hotel Administration, served as moderator.

“The hospitality industry has gone through a time of upheaval during the past few years as concerns about terrorism, security, and global health crises like SARS have taken their toll by forcing the traveling public to reevaluate their needs and desires in light of safety issues,” said Anne de Louigny Stone, president of ESSEC Alumni USA. “But this is an industry of enormous flexibility, and one that needed to adapt to change to ensure not just continued success, but its very survival.”

Experts Predict Continued Change For Hospitality Industry

An unexpected trend was the changing demographics of the traveling public. Bjorn Hanson noted that for the past 20 years, the hospitality industry has been expecting Baby Boomers (39 to 58 year-olds) to be the dominant economic force, spending leisure time traveling as they enter peak earning years and retirement. However, Gen-Xers (24 to 38 year-olds) have started to appear as the dominant demand segment across Europe and North America. In 2003, he said, Gen-Xers spent 9.7 percent more on travel than Baby Boomers, and by 2007 there will likely be more room nights occupied by Gen-Xers than other demographic groups.

Visit of Governor of BCEAO



P. Tapie, G. Stiévenart, C. Konan Banny, D. Chenain, J.L. Decornoy, M. Sako

On May 14, Charles Konan Banny (E'68), Governor of the Banque Centrale des Etats de l'Afrique de l'Ouest (BCEAO), visited ESSEC with a delegation of colleagues, meeting senior administrators, alumni and students. The Governor was briefed on ESSEC's strategy and recent developments, including the Development Campaign, by President Pierre Tapie. He met students, many from various African countries, with Florence Fourchy, then President of the Student Council.

Events

The Apprenticeship Training Center Celebrates Its Tenth Anniversary

In 1993, ESSEC was the first business school to offer management students the apprenticeship option. Ten years later, the School pauses to evaluate results and celebrate the event. "Apprenticeship, Innovation in Higher Learning" was the topic of a conference in Cergy-Pontoise on June 10. Guest speakers included corporate executives, academics and the directors of apprenticeship programs at other universities, as well as graduates and company mentors. Among the topics discussed were the impact of apprenticeship on higher education, the road covered to date, the diversity of professional career paths and apprenticeship as a process to create value.

In May 2004, a survey was carried out among apprentices on the topic "Professional career paths and apprenticeships," with 158 respondents participating:

- 92% thought that apprenticeship was an innovation that had fostered ESSEC's development.
- 60% of respondents received an employment offer at the end of their apprenticeship.

A major innovation in management education

Over the past ten years, the generalization of apprenticeship and ESSEC's requirement for longer professional experience as part of the *grande école* program (minimum of 18 months for the ESSEC MBA) have accelerated the renewal of the educational program itself. Tutoring has been reinforced. Professor-tutors accompany, supervise and advise students throughout their professional experience, providing real support for personal and professional development. Company mentors are corporate executives who stimulate talent, helping students to discover firms and their sectors.



"Tutoring is very helpful, both professionally and personally speaking. Students can reflect on their goals, and structure and organize this reflection."

Sabine Peyrat, ESSEC MBA, apprentice with Renault in e-marketing, 6 months in France, 6 months in England.

A win-win relationship

Set up in response to growing demand by companies for executives trained in business and international management, apprenticeship is a recent concept in higher education that enhances synergies between theory and practice. Students find career acceleration and maturity in this winning combination. Companies invest in a pool of future managers and optimize their pre-recruitment process.

"Students immerse themselves in the company. They integrate its culture and develop a feeling of belonging."

Alain Bernard, Director, Apprenticeship Training Center.

A method of financing studies

Apprenticeship pays students' tuition fees and a monthly salary for two years.

"This is the most professional and financially advantageous option for students. It's an effective way to confront the reality of the corporate world early on and to assess the stakes involved. It's also the chance to take on responsibilities."

Alexandre Koiransky, EPSCI, apprentice with Rossignol USA in Burlington, Vermont, from January 2002 to December 2003 (15 months in the US firm in 4 functions).

- 3,000 students
- 700 partner firms
- 180 tutors
- 5 programs:

ESSEC MBA, EPSCI, IMHI MBA, MS
DAIM, MS MSIR



A. Bernard,
P. Tapie,
L. Hua, INT,
J.J. Leroux, CCIV,
V. Vandierendonck
& F. de Bakker,
Les Mardis de
l'ESSEC

Alain
Pekar Lempereur



Négociateurs du Monde - 9-11 July

ESSEC IRENE has prepared a three-day seminar entitled *Négociateurs du monde* to take place at ESSEC on July 9-11, 2004. A program to train trainers, it is organized in partnership with the Woodrow Wilson International Center for Scholars in Washington, Resolution, a private consulting firm, and the Burundi Leadership Training Program based in

Bujumbura. Participation will be limited to professionals interested in this field. The network of trained, French-speaking experts will then work throughout the coming year to lead seminars on conflict and post-conflict resolution. The seminar will cover methodology for analyzing conflict, providing tools for conducting seminars, and case discussions. ■

Tremplin Entreprises at Five

Co-organized by the Senate and ESSEC, Tremplin Entreprises is the foremost annual capital investment forum in France. Launched six years ago, the event attracts increasing numbers of start-ups, business angels and interested public. The aim is to bring together selected entrepreneurs and investors capable of financing these new firms. This year Tremplin was held July 6-7.



Survey of Tremplin Entreprises Winners

In February 2004, a five year survey was carried out of Tremplin winners in order to evaluate the event and discern trends among start-up companies. Over the period from 1999 to 2003, the number of candidates participating in this prestigious annual event more than doubled, from 165 in 1999, the first year, to 356 in 2003, when 132 investors were present. In this short space of time, Tremplin has become the top capital investment event in France, and now also attracts investors from abroad.

Three project categories have been chosen: information and communication technologies (ICT), life sciences and engineering science. Candidates submit a business plan and are interviewed by a selection committee. Winners are coached by Ernst & Young and KPMG. In 1999, there were 20 winners; in 2003 there were 30 (37% in ICT, 27% in life science and 37% in engineering science), with 23% seeking seed money and the rest asking for further rounds. The Paris area provided 52% of all winners.

All 63 respondents who gave data concerning their educational background had university level education in business, engineering or medicine, with 20% described as "serial entrepreneurs." The advantages provided by the Tremplin experience were judged as follows: project credibility (68%), networking (51%), external advice (49%), self-confidence (48%), media coverage (47%), obtaining funds (13%) and loans (2%). The vast majority of respondents were satisfied (69%) or highly satisfied (17%), while the dissatisfied (15 respondents) had either closed their firm (2) or had not obtained sufficient funds (9). ■

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