



ESSEC Business School News  
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## ESSEC represents France at the SIFE World Cup Final 11-13 September at the CNIT, la Défense

For the second year running, ESSEC will be representing France at the SIFE World Cup Final, a competition that rewards the best student entrepreneurship projects. After Toronto in 2005, it is now the turn of Paris to host the final, at which ESSEC's teams will compete for the coveted title of "SIFE World Champion". Established in some 48 countries, the SIFE competition brings together over 2000 universities and *grandes écoles*.

ESSEC wishes its own representatives the very best of luck!

In June of this year, ESSEC emerged as winners of the SIFE France National Final, an event in which 20 teams of universities and *grandes écoles* took part, with a total of 250 students involved.

Advised throughout by Julien Morel (Director of ESSEC Ventures, the entrepreneurship center of ESSEC Business School), the ESSEC SIFE team is entering three projects for the world final:

- **French Bakery:** the creation and development of three French bakeries twinned with training centers in Madurai and Madras, India (where untouchables are employed) and Panajachel, Guatemala.
- **Abaete Artesanato:** the transformation of a production chain comprising local craftsmen of wooden toys from the Belem region of Brazil by offering assistance and advice on the marketing and commercialization of the finished articles on the European market.
- **Choc'Ethic:** the creation of a chain of chocolate stores-cum-tearooms, developed under the Puerto Cacao brand name, in respect of the principles of fair trade and in partnership with Mexican cocoa producers. Some members of the personnel will also be offered employment opportunities in France as part of the project.

The SIFE competition is a unique event, in which cultural diversity and entrepreneurship come together and the heads of the world's top companies and the most dynamic students of each participating country have the chance to meet.

The ESSEC SIFE team will have a 24-minute slot in which to present their three projects, followed by a 5-minute question-answer session, all before an international panel of company directors.

If you wish to attend the 2006 SIFE World Cup Final, please sign up at:  
<http://www.sife.org/eventregistration>

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