

ESSEC Business School news,  
March 2008

**Breakfast-debate on the theme of  
“La hausse des matières premières”<sup>1</sup>  
Thursday 2 March 2008, 8.30 am at the *Maison des ESSEC***

The steep rise in the price of raw materials has caused major upheaval, especially in the current international climate where the development of agri-food companies has accelerated markedly.

The 2008 class of the ESSEC Specialized Master’s in International Food Industry Management and the Academic Director of the program, Mr. Frédéric Oble, are pleased to be able to invite all interested parties to take part in a breakfast-debate, during which a number of guest contributors will share their perspective on the issue. Amongst the topics for discussion will be the various strategies implemented by their respective companies in order to tackle the current situation. The guest contributors will be:

Michel PORTIER, President and founder, AGRITEL

Marcel COMBOT, Sales manager, CARGILL France,

Philippe BASSIN, Vice President Sourcing and Supplier Development DANONE WORLDWIDE DAIRY DIVISION

Michel GUERNEVE, President GROUPE CECAB

8.30am – Welcome and buffet breakfast

9.00am - Conference

10.45am – Closing reception

**Maison des ESSEC**

**70, rue Cortambert – 75016 Paris**

**For further information, please contact:**

***The ESSEC Specialized Master’s in International Food Industry Management***

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<sup>1</sup> “The rise in raw materials”