



PRESS RELEASE

***ESCP Europe Regatta 11th edition, from 17th to 20th May
students and managers challenge each other in the sea of Ischia***

The event organized by the Business School aims to become one of the largest international student sailing competitions. Among the sponsors, HMD Global promotes an innovative contest among the young participants to allow them to apply for the role of future managers in Nokia.

Ischia, May 17th, 2018 – From May 17th to 20th the XI Edition of the Regatta ESCP Europe will take place in the enchanting setting of Forio d'Ischia. Every year this non-agonistic sailing event is the most important meeting point for the network of **ESCP Europe** - the first business school in the world founded in 1819, and today one of the most prestigious, with campuses in **Berlin, London, Madrid, Paris, Turin** and **Warsaw** - during which 350 participants, of 42 different nationalities, will compete on board of more than 30 boats.

Sailing thus becomes an opportunity to bring the community to life through an event, in which the academic world – students, alumni and professors - joins and is completed by the corporate world, made up of professionals and company managers, who are currently at the top of the business world and of international management.

*“Regatta ESCP Europe aims to become one of the largest international sailing competitions for students – said **Prof. Francesco Rattalino Dean of the ESCP Europe Turin Campus** -. On one hand it is an opportunity for participants to create new personal and professional networks in an informal context, on the other it allows the organizers to show their sense of initiative in designing and managing a major event.”.*

The theme of this XI edition is "**ecology and sustainability**": Regatta's goal is also to present itself as an eco-sustainable event aimed at enhancing the beauty of the surrounding area and typical local products. **Treedom**, a start-up that allows its users to plant a tree anywhere in the world with a click, will create the "**Regatta Forest**" by donating **a tree to each participant**, thereby helping to make the planet a little greener. The main event will be a Rural Chic Party with an ecology theme at Villa Spadara, an enchanting location surrounded by **nature** where the dance company Martdance will perform in an amazing show at sunset.

A third of the **Participants** will be MBA and EMBA students - a record compared to past editions - and another third will be business school Alumni, coming from Europe, Malaysia, Canada, India, China, Mexico, Pakistan and the USA. In addition many partner companies who have supported the team in the organisation of the event this year will be present.

The main Sponsor of this edition will be **HMD Global**, the Finnish company that develops and markets **Nokia**-branded phones and smartphones, which will collaborate with Dailyinternship (a social recruiting platform designed by Master in Management students in 2018) for the creation of an innovative contest. Through the platform, participants will compete in the production of a **social media marketing** plan to



promote the new **Nokia 7 Plus**, having a fixed budget. The winners will be invited to present their idea at HMD Global headquarters in the presence of the company marketing director.

Other partners of Regatta ESCP Europe 2018 will be: **Mulino Bianco**, that will offer generous breakfasts to the participants; **Monari Federzoni**, leader in the production of Balsamic Vinegar of Modena since 1912 and sponsor of the B2B cocktail party that will take place on Friday evening; **Cantieri del Pardo**, official sponsor of the "Rural Chic of Villa Spadara" evening; **Deed**, that has created technological bracelets for the participants; **DropTo**, a start-up based in Turin that has organized an exciting treasure hunt during the regatta and is offering several prizes; **Marinella**, symbol of Neapolitan elegance offering prizes to the winners; **Voello**, that will provide excellent spaghetti; **Alilauro**, that manages participants' trips from Naples to Ischia; **Lauretana**, who will be offering water and **Marquises of Ravarino**, who will offer biological wine to the participants and will organize a focus group to decide what label to launch on the market soon. All participants and staff members will be wearing polo shirts and K-way **Kappa** and **Sebago** shoes.

This year **MarExperience**, a leading company in event organization directed by **Flavio Nappi** (MIM Alumnus and founder of the Regatta ESCP Europe), accompanies **Eventures** in the development of the concept and execution of the event.

The actual "Regatta Race" will take place on Friday 18th May. It will be conducted by experienced sailors on 6 competing boats representing the 6 ESCP Europe campuses, and replicating the famous **Oxford** versus **Cambridge** model. In the following days the crews of all 30 boats will compete in a triangular track. Important exponents of the managerial and sailing world will be present, bringing prestige to the event, and animating team building sessions and smart social games.

The event is made possible thanks to **Eventures**, a student association of ESCP Europe, an organization team composed of ESCP Europe students of different nationalities and backgrounds: a real community of students united by the desire to enhance the ESCP Europe experience inside and outside the Business School.

*"This year Regatta will be a challenge: the target of the event has changed, we have many more senior profiles and the sponsors have proposed interesting and at the same time complex challenges - says **Vittoria Ludernani**, Project Manager of this eleventh edition -. We will have to work hard on the operation of the event in every detail. Although it has really required a lot of work and effort, to be part of this team has been one of the best experiences of my life. Regatta teaches you how to get involved, how to make decisions, how to empower yourself and continuously put yourself to the test. But it also makes you feel like you're part of a family".*

*"We wanted to evolve the concept of Regatta with a medium/long-term strategy through which we will try to improve the quality of what Regatta has to offer. Its impact will serve as a basis for the next two years - says **Alessandro Bargetto**, president of Eventures -. This year has been fantastic and full of satisfaction. Thanks to Regatta, I really understood what it meant to get involved and assert your skills. Regatta is not just a simple event, every day the team has shown a willingness to offer something special and unforgettable to people. We put our desire, heart, passion, mind and managerial skills into it. Regatta is one of the symbols of ESCP Europe and reflects the spirit that distinguishes our community. We just have to thank the team for the work done and say to our participants and sponsors: Enjoy Regatta!"*

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About ESCP Europe

Established in 1819, ESCP Europe has educated generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's true European identity enables the provision of a unique style of cross-cultural business education and a global perspective on international management issues. ESCP Europe welcomes 4,600 students and 5,000 executives from 100 different nations every year, offering them a wide range of general management and specialized programmes (Bachelor, Masters, MBA, Executive MBA, PhD and Executive Education). ESCP Europe is among the 1% of business schools worldwide to be triple-accredited (AACSB, AMBA, EQUIS).

www.escpeurope.eu

About Eventures

Eventures association is a non-profit organisation founded and run by ESCP Europe students and Alumni. Its purpose is to support students in creating sporting events to gather with alumni and professionals. These events offer an occasion to enjoy the network of ESCP Europe Business School in unique locations, expanding the community reach outside the traditional frames.

<http://regatta.eventures-escpeurope.eu/>

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