



Friday, May 17th 2019

Regatta ESCP Europe, from May 16th to 19th, the yearly rendez-vous at its 12th edition gathered elder and young managers combining a touch of gold with a sustainable vision

The event stepped up to a new glamorous destination to celebrate the school's Bicentenary. The aim of the event is to bridge mature and new generations of managers in an unconventional setting. QOODER by Quadro Vehicles will present a new mobility option for today's managers, in a synergic drive for sustainable development

Porto Rotondo (OT), May 17th, 2019 – TIME'S UP FOLKS! The most awaited yearly ESCP Europe get-together is to set sail today for the 12th time in a row. It represents a great chance for the business school community to strengthen its roots and create new bonds over a fancy although informal networking weekend.

With its unique pan-European presence (**Berlin, London, Madrid, Paris, Turin** and **Warsaw**), the first business school in history, and today one of the most prestigious worldwide, **ESCP Europe** celebrates its Bicentenary this year. 400 participants from 34 nationalities, coming from all campuses of the business school, will sail on board of 40 boats. Honoring the 200 years milestone, the leitmotif of the event will be "**The Golden Year**".

Four pillars define the concept of the organization: Sport, Education, Fun and Network. The thoroughly selected members – top notch students of this dynamic and ambitious environment – ensure participants with a remarkable four-day experience: sailing as a management metaphor of genuine competition, team-work and building activity. Regatta ESCP Europe is the place where the academic world – students, alumni and directors – meets the corporate world – made up by professionals at the top of the international managerial landscape – to nurture and enhance the **sense of community**.

*"In the year our Business School celebrates its 200th year from the foundation, our major sporting event is emblematic of the school's values and of its strong identity. – states **Professor Francesco Rattalino, Dean of ESCP Europe Torino Campus** – This year again the ESCP Europe community gets together in the informal atmosphere of Regatta ESCP Europe, where team-work, strategic, practical and leadership skills are put in place along with sailing on a boat. Sport, fun, team building, networking and competition are all components of the DNA instilled in this unique human and formative experience putting our talents out to fight new challenges."*

Trading-off the premium locations and a starred organization, Regatta ESCP Europe is a chance to sensitize its audience of present and future world leaders on worldwide sustainable development. Small but meaningful actions to prove the sustainable vision of the organizing team will be carried out with the support of **Treedom** – a start-up social platform which plants trees all around the world –enlarging the *Regatta Forest* by planting a tree for every participant. Follows *ilmareintasca* ("The Sea in the Pocket") – which aims to synergically coordinate education, entertainment and solidarity to fight ocean pollution. The Most Sustainable Crew – collecting the highest number of plastic bottles over the event – will be praised by these two partners. Finally, worth mentioning is also the decision of dematerializing the ticket handling by developing a new web-platform and mobile app for all participants thanks to the expertise of **PixelStudio**.

*“Our Bicentenary year is the perfect time to celebrate the innovative spirit embedded in ESCP Europe's genes. This XII Edition is very unique: as Bicentenary official event, Regatta ESCP Europe confirms to be the most exclusive sporting event of the world's oldest Business School – **Frank Bournois, Dean & Executive President of ESCP Europe** – ESCP Europe recognizes the drive toward sustainability as one of the most fundamental transformations reshaping the relationship between business and society today and for the coming decades. Coping with these transformations is a major challenge for management education.”*

Reinventing urban mobility for future generations, the main partner of the event – **QOODER** by Quadro Vehicles – introduces a four-wheel revolutionary concept of agility for the crowded business centers of the world. This vehicle allows present and future generations of managers to effectively face fast-paced boulevards and avenues. All participants will have the chance to test-drive the QOODER fleet – which is still being developed and sees also a full electric model to be released in the short run – on the wonderful and tortuous Sardinian roads.

In order to mimic the famous Oxford versus Cambridge model, the competitive **ESCP Europe - Regatta Race** will take place tomorrow (Saturday, May 18th, 2019). The battleground will see experienced sailors defending all different campuses on six sailboats. The winners will keep the trophy in their respective campus hallways to show their pride to all visitors until the next edition.

*“For the twelfth time another amazing group of talents give up their free time in exchange for concrete human experiences and managerial skills. – said **Andrea Bragagna, Project Manager** We tried a new destination honoring the Bicentenary, and during the last ten months of smart-working we faced several adversities that made this experience even more rewarding and allowed in the end to give back to our community a remarkable get-together.”*

*“In the Bicentenary of our glorious Business School we have created an event never seen before.” – said **Alessandro Bargetto, Eventures President** “We went further than anyone has ever had the strength and courage to. This is thanks to 25 people who gave their full commitment and their desire to make a dream come true.”*

The event is made possible thanks to **Eventures**, a student association of ESCP Europe: a real community of students united by the desire to enhance the ESCP Europe experience inside and outside the academics of the business school. The collective is holding to Regatta ESCP Europe, Ski Event ESCP Europe and ESCP Europe Golf Trophy.

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About ESCP Europe Bicentenary

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 programs (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).

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