

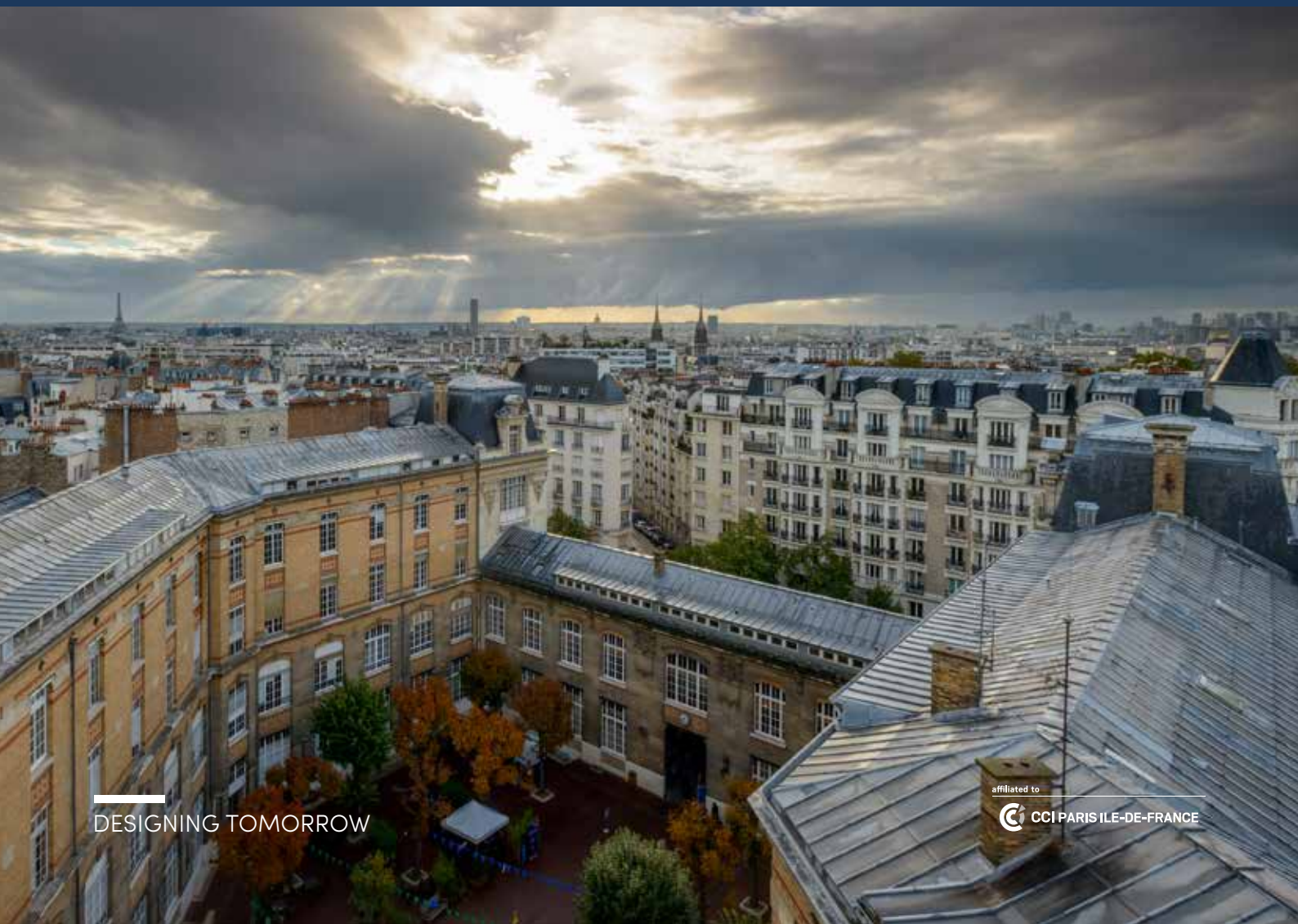
ESCP
EUROPE
BUSINESS SCHOOL



BERLIN
LONDON
MADRID
PARIS
TURIN
WARSAW

36th Annual Graduate Business Conference and Alumni Summit

MBA in International Management
Tuesday 2 April - Saturday 6 April 2019



DESIGNING TOMORROW

affiliated to

 CCI PARIS ILE-DE-FRANCE

A panoramic view of Paris, France, featuring the Eiffel Tower in the background and various rooftops in the foreground. The sky is overcast with soft clouds.

ESCP EUROPE PARIS CAMPUS

RÉPUBLIQUE

**79 avenue de la République
75011 Paris**

ESCP EUROPE PARIS CAMPUS

MONTPARNASSE

**3 Rue Armand Moisant
75015 Paris**

CHEZ FRANÇOISE

**Aérogare des invalides
75007 Paris**

STATION F

**5 Parvis Alan Turing
75013 Paris**

MAISON DES POLYTECHNICIENS

**12 Rue de Poitiers
75007 Paris**



Prof. Dr. Frank Bournois
Executive President & Dean
of ESCP Europe

ESCP EUROPE A UNIQUE MINDSET

Welcome from the Dean

ESCP Europe is very enthusiastic to host the Graduate Business Conference 2019 in Paris, organised by our MBA in International Management students.

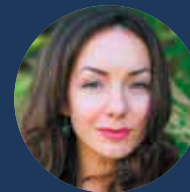
ESCP Europe, founded in 1819, is the first business school in the world. Since then, ESCP Europe continued to train a wide range of top thinkers, leaders, and entrepreneurs and carved a prestigious reputation as one of the best French grandes écoles. Today, ESCP Europe has a complete portfolio of academic programmes, over 55,000 alumni active in more than 150 countries and 120 academic alliances around the world. With campuses in Paris, Madrid, Turin, London, Berlin and Warsaw, we are the only pan-European organisation with 6 campuses in 6 different countries. We are consistently ranked among the top universities in the world, our MiM and EMBA programmes arriving respectively at No. 5 and 10 and the university as a whole at No. 13 on the list of best Business Schools in Europe by the Financial Times.

In 2017, ESCP Europe created its MBA in International Management and hosted in its first two promotions, more than 200 students of over 35 nationalities. The organisation of the Graduate Business Conference contribute to strengthening relationships with other MBA programmes and contributing to the outreach of our brand beyond Europe. Due to our European identity we have acquired a unique expertise in Intercultural Management.

This year marks the 200th anniversary of ESCP Europe and on the occasion of the Graduate Business Conference; we welcome and invite the student representatives of the top Business Schools in the world to join us in celebrating our legacy and sharing our vision of tomorrow's leadership.



Véronique S. Liverpool
President,
ESCP Europe MBA Student
Association



Anna Kouzovleva
Vice-President,
ESCP Europe MBA Student
Association

Welcome from the co-hosts

Having the opportunity to host the 36th Annual Graduate Business Conference is something that we take great pride in. As a young MBA programme, it is an excellent chance to showcase our amazing faculty, corporate partners, and students. Over the past several months we have worked very hard to bring you amazing speakers, unique cultural experiences and a programme that we know you will enjoy. We hope that you take away from this week new perspectives on leadership, teamwork and how our differences, cultural and otherwise can unite us and make us stronger. We look forward to welcoming you to our campuses and sharing with you our culture and values.

Welcome to Paris. Welcome to ESCP Europe.
Welcome to GBC19!

Welcome from GBC2019

Dear GBC 2019 Delegates,

Welcome to Paris for the 36th Annual Graduate Business Conference!

The Organising Committee is both humbled and honoured to have the opportunity to host the finest MBA programmes in the world and you, the student leaders of those programmes. The Organising Committee's goal for this conference is to provide delegates the most exciting, engaging and memorable experience possible.

We are very proud to be able to present several distinguished speakers and guests, who will share their experiences with us. Among these, we are excited to announce that Kenneth Cukier from The Economist will be our keynote speaker. Overall, you can look forward to a compelling and experiential 5 day programme with a taste of French culture.

The essence of the Graduate Business Conference is to share ideas and exchange best practices in order to create a forum of mutual inspiration. In the end, the true value of the GBC is the relationships built, ideas exchanged and foundations which are laid, ensuring future success and lifelong friendships.

Over the next four days, we will hear from leading professionals as we delve into Europe in a global context. The programme will focus on humanistic leadership, entrepreneurship and innovation, all topics which highlight the DNA of ESCP Europe.

In addition to the amazing schedule, delegates will share, grow and learn from each other's experiences regarding leadership challenges and success in the Best Practices workshops.

Finally, the evening activities have been geared to encourage greater bonding between delegates whilst experiencing the best of Paris.

It is the pleasure of the GBC 2019 Organising Committee to welcome you to Paris and to the Graduate Business Conference 2019.

Very best regards,

GBC 2019 Organising Committee

Sponsors and Partners of the Graduate Business Conference 2019



ESCP Europe Foundation - Mazars Group - L'Oréal - The Economist - Galeries Lafayette - Groupe Renault - Le Grand Reservoir - ESCP Europe Blue Factory - MediMaps Group - Yogist - Danone - Fédération de la Haute Couture et de la Mode - Appsho - Help for Optimism (H4O) - Pop Eye - Le Lab de Bonheur - Social Innovation Academy - McKinsey - CampusGroups - Euronova.

What and who is the Graduate Business Forum?

Established in 1983, the Graduate Business Forum is a global 501 (c)(3) non-profit organisation dedicated to developing responsible leadership, global citizenship and driving positive change in management education, business and society.

Primary activity is to support the annual, global Graduate Business Conference (GBC) which brings together current and former student leaders from graduate business programs worldwide, assembling them for inspirational debates, (student) leadership best practice sharing and opportunities to build lasting relationships and drive impactful positive change.

The conference provides the core membership of the organisation and entitles you to join a unique global alumni network of exceptional individuals that were recognized by their MBA and business school peers as inspirational leaders and therefore elected to lead the student associations at the leading business schools in the world.

Over the past 35 years, since 1983, the GBF has become **the global MBA and Business School student leadership network in the world** and has seen:

- **34 Graduate Business Conferences** (GBCs)
- **30+ countries** with participating business schools
- **3,000+ GBC participants**
- **+2,000 Presidents** of MBA Student Governments/ Councils/ Boards and Associations
- **300+ speakers and mentors**, C-suite corporate executives, government officials, renowned academics, best-selling authors, royalty, successful entrepreneurs and investors
- **400+ forums and workshops** on best practices and future developments in (student) leadership, change management and innovation bringing positive change in business (education) and society
- Countless projects around the world fuelled by inspirations from GBF participation

How can I get involved with the GBF?

The GBF is always open to welcome new talented volunteers to help to run and develop the GBF. If you have a passion to bring positive change to education, business and society, we'd like to invite you to come talk to us about volunteer opportunities and becoming part of our international, global team.

Our Board, Executive Team and Committee Members are all former GBC delegates. Several of us are in attendance at GBC2019, so in case you are interested, come talk to us and/ or you can also send an e-mail to express your interest to join@graduatebusinessforum.com and we will come to you.

We have many exciting projects upcoming with regards to advancing our alumni relations, digital branding, marketing and communication activities, developing global partnerships and thoughtleadership, fundraising, as well as regular annual activities of helping to support the host school the annual conference and interacting and supporting all student leader and alumni members within the global GBF network.

Elections Global and Regional Presidents and VPs

In addition, four student leaders from the current conference cohort will be elected to become President, VP Europe, VP Asia-Pacific or VP North America of the GBF Global Business School Student Leadership Network 2019-2020. Everyone attending GBC2019 will participate in the elections taking place on Saturday 6 April in morning. In case you are interested, or want to nominate someone, please write to joe.sciarrino@graduatebusinessforum.com or come speak with any other member in the GBF team.

Becoming a host for GBC2020 or GBC2021

Hosting the GBC raises the profile of your school and provides a unique challenge and experience to the student organizing committee – one which develops core leadership competencies. As a host, you open your doors and invite our global community to meet your students, your faculty, and your corporate partners. With the GBC, you can showcase the unique aspects of your school while crafting the agenda for this assembly of enthusiastic business student leaders. This is a fantastic opportunity to create a living tribute to your school while providing an experience with lasting value.

What does it take to host a GBC?

- The GBC is student run, so it takes dedicated students and a supportive administration
- An innovative theme that is timely and of interest to future leaders
- The will to take on the responsibility to organise an event for approximately 120 students and alumni for three days
- Organisational capabilities and physical facilities to develop and execute the event

Next steps

If you are interested in knowing more about hosting a GBC, please go to our website www.graduatebusinessforum.com, select the menu “Conferences” and the submenu “Hosting a GBC” and download the GBC2020 hosting deck.

The bidding process is an ongoing dialogue between the bidding school and the GBF. We regularly coach bid teams to help each school stage the best possible bid. If you want to become a GBC host school or have more questions please contact wieteke.dupain@graduatebusinessconference.com.

Programme of Events

Tuesday 2 April

All Day arrivals

République Campus

17:00	WELCOME COCKTAIL EVENT	Forum
17:30 - 18:00	Welcome from the MBA in International Management Pascale Martin-Saint-Etienne - MBA in International Management Programme Director, ESCP Europe Presentation of Blue Factory, ESCP Europe Star-up Incubator Maeva Tordo - Director, Blue Factory	Forum
18:00 - 19:00	Wine Tasting Oenocratia, ESCP Europe Student Society	Forum
19:00 - 19:30	Introduction of GBF & GBC Team	Forum
19:30 - 21:30	Networking and Cocktails	Forum

Programme of Events

Wednesday 3 April

Theme: Diversity & Inclusion

Travel Time: Allow 35 - 40 minutes

République Campus

08:00 - 09:00	BREAKFAST AND REGISTRATION	Forum
09:00 - 10:15	OPENING CEREMONY Veronique Liverpool, Anna Kouzovleva - MBA in International Management Class of 2018, Co-Chairs Graduate Business Conference 2019 Wieteke Dupain - CEO, Graduate Business Forum Opening Remarks: Prof. Leon Laulusa - Executive Vice-President, Dean of Academic and International Affairs, ESCP Europe Keynote Speaker: Kenneth Cukier - Senior Editor Digital Products, The Economist	Vital Roux
10:15 - 10:30	COFFEE BREAK	Forum
10:30 - 12:00	“Setting the Stage” for the Conference	Vital Roux
12:00 - 12:30	ICEBREAKER Networking Event	Vital Roux
12:30 - 14:00	LUNCH	Forum
14:00 - 15:30	LESSONS IN LEADERSHIP, DIVERSITY & INCLUSION Speakers: Philippe Houzé - Executive President, Galeries Lafayette Laurent Choain - Chief People Officer, Mazars Group	Vital Roux
15:30 - 15:45	COFFEE BREAK	Lieu de Vie 5119
15:45 - 17:00	BEST PRACTICE SESSION #1 Delegate and Alumni Breakouts	Vital Roux 3115 - Faure - Guy - Dalsace - Percepied Et Schuman
17:00 - 19:30	FREE TIME	
20:00 - 23:00	DINNER	Chez Françoise

Programme of Events

Thursday 4 April

Theme: Humanistic Leadership and the Circular Economy

Travel Time: Allow 20-30 Minutes

Montparnasse Campus

08:30 - 09:30	BREAKFAST	Atrium
9:30 - 13:00	ALUMNI PARIS CULTURAL WALKING TOUR	
09:30 - 10:45	PANEL DISCUSSION - WHY DOES CORPORATE WELLNESS MATTER? Moderator: Prof. Maria Koutsovoulu - Associate Dean MBA in International Management, ESCP Europe Panelist: Aleksandra Lada Gola - CMO, MediMaps Group Anne-Charlotte Vuccino - CEO, Yogist	Large Auditorium
10:45 - 11:00	BREAK	Atrium
11:00 - 12:00	BEST PRACTICE SESSION #2	2006-2008-2010-2012-2016
12:00 - 13:00	LUNCH	RIE
13:00 - 14:00	STUDENT LEADERSHIP FORUM #1	Large Auditorium
14:00 - 15:45	PANEL DISCUSSION: CIRCULAR ECONOMY BUSINESS MODELS: THE FUTURE OF SUSTAINABILITY? Moderator: Prof. Aurelien Acquier - Head of Sustainability Transition, ESCP Europe / Co-Director of Circular Economy Chair Panelists: Emmanuel Javal - CEO, Le Grand Reservoir Eric Soubeiran - Vice President Nature & Water Cycle, Danone Jean-Denis Curt - Direction strategie et plan environment, Head of Recycling and Circular Economy, Groupe Renault	Large Auditorium
15:45 - 16:00	COFFEE BREAK	Atrium
16:00 - 17:00	STUDENT LEADERSHIP FORUM #2	Large Auditorium
17:00 - 19:30	FREE TIME	
20:00 - 01:00	DINNER CRUISE AND TOUR OF PARIS MONUMENTS Le Mirage Yacht	Seine River

Programme of Events

Friday 5 April

Theme: Entrepreneurship & Innovation

Travel Time: Allow 20 - 30 minutes

Montparnasse Campus

08:30 - 09:30	BREAKFAST	Atrium
9:30 - 10:30	BEST PRACTICE SESSION #3 Delegate and Alumni Breakout	Auditorium-1026-1028
10:30 - 11:30	BEST PRACTICE SESSION #4	Large Auditorium
11:30 - 12:30	TRAVEL TIME Departure to Station F	
12:30 - 14:00	LUNCH	Station F
14:00 - 14:30	TOPIC: TECHNOLOGY, INNOVATION AND THE FUTURE OF FASHION Speaker: Pascal Morand - Executive President Fédération de la Haute Couture et de la Mode	Station F
14:30 - 16:00	ENTREPRENEURSHIP & INNOVATION PANEL Moderator: Victor Wacrenier - CEO, Appsho Edoardo Bono - Founder/President, Help for Optimism (H40) Daniel Bessis - Founder, Pop Eye Pierre Goglan - Founder, Le Lab de Bonheur Etienne Salbourn - Founder, Social Innovation Academy	Station F
16:15 - 17:00	L'ORÉAL 2019 OPEN INNOVATION AND STRATEGY PRESENTATION Sara Potash - Senior Open Innovation Project Manager, L'Oréal Borja Capella - Global Open Innovation Program Manager, L'Oréal	Station F
17:00 - 19:30	FREE TIME	
19:30 - 02:00	GALA DINNER & AWARDS CEREMONY Dress code: Black Tie	Maison des Polytechniciens

Programme of Events

Saturday 6 April

Closing Ceremony

Republique Campus

11:00 - 12:00	STUDENT LEADERSHIP FORUM #3	Gélis
11:00 - 12:00	ALUMNI SESSION	Gélis
12:00 - 12:45	LUNCH	Forum
12:45 - 13:30	BEST PRACTICE SESSION #5	Gélis
13:30 - 14:30	CLOSING CEREMONY Closing Remarks: Frank Bournois - Dean and Executive President, ESCP Europe Jim Deveau & Wieteke Dupain - Founder & CEO, GBF	Gélis
14:30	FREE TIME AND SIGHTSEEING	
19:30	INFORMAL CLOSING DINNER & GOODBYES	

Dress Code

Tuesday evening	> Casual	Friday	> Business Formal
Wednesday	> Business Formal	Friday evening	> Black Tie
Wednesday evening	> Business Casual	Saturday	> Casual
Thursday	> Business Formal	Saturday evening	> Casual
Thursday evening	> Cocktail		

Emergency Contacts

Emergency Situations: Should an extreme emergency occur, France's emergency number is 112. The Organising Committee is "on-call" during the GBC2019 should there be an unforeseen, unfortunate instance of emergency.

Véronique Liverpool - Co-Chair, Graduate Business Conference
Phone: +33 7 68 21 95 22 • Email: veronique.liverpool@edu.escpeurope.eu

Anna Kouzovleva - Co-Chair, Graduate Business Conference
Phone: +33 6 65 11 65 08 • Email: Anna.Kouzovleva@edu.escpeurope.eu

Jude Newton - Vice-President, Graduate Business Conference
Phone: +61 433 627 885 • Email: jude.newton@graduatebusinessconference.com



36th Annual Graduate Business Conference and Alumni Summit

MBA in International Management
Tuesday 2 April - Saturday 6 April 2019

ESCP Europe is among the
1% of business schools worldwide
to be triple-accredited.



BERLIN

Heubnerweg 8 - 10
14059 Berlin, Deutschland
T: + 49 30 320070

LONDON

527 Finchley Road
London NW3 7BG, United Kingdom
T: + 44 20 7443 8800

MADRID

Arroyofresno 1
28035 Madrid, España
T: + 34 91 386 25 11

PARIS RÉPUBLIQUE

79, av. de la République
75543 Paris Cedex 11, France
T: + 33 1 49 23 20 00

PARIS MONTPARNASSE

3, rue Armand Moisant
75015 Paris, France
T: + 33 1 55 65 56 57

TURIN

Corso Unione Sovietica, 218 bis
10134 Torino, Italia
T: + 39 011 670 58 94

WARSAW

c/o Kozminski University
International Relation Office
57/59 Jagiellońska St.
03-301 Warsaw, Poland
T: + 48 22 519 22 89