

Paris 11-13 April 2007

The 13th European Management Conference

# SCIENTIFIC VENTURE

## IMPLEMENTING THE FUTURE



NETWORKING

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RECRUITING



## EDITORIAL

As President of Perspective Europe, I would like to invite you, on behalf of the entire Organising Committee, to the 13th European Management Conference. For more than a decade Perspective Europe has provided a platform through which international students can discuss current management issues, exchange ideas and challenge their individual mindset. The European Management Conference gives them this, combined with numerous networking and recruiting opportunities. Entirely organized by a young team of international students spread across 5 European cities, participants from all corners of the globe have appreciated its informal atmosphere while benefiting from a professional service.

This year's topic promises to be more exciting than ever as it concerns two very distinct worlds which nonetheless are very dependant on each other. Given the pace of scientific progress, these are things that need to be addressed today, in order to ensure that we are prepared for what awaits us tomorrow.

I would also like to take the opportunity to thank our Board of Trustees for their long-term commitment to the idea, mission and values of Perspective Europe and we are honoured to welcome them to the conference.

#### Chairman of the board:

- Talal Abu-Ghazaleh, Chairman, CEO and founder of the Talal Abu-Ghazaleh Organization (TAGO)

#### Members of the board:

- Akram Baker, Founder and Chairman of Brandicate Consultants
- Motoo Kusakabe, Senior Counsellor to the President of the European Bank for Reconstruction and Development (EBRD)
- Bruno Lanvin, Lead Advisor on e-Strategies at the World Bank
- Daniel Rouach, Professor at ESCP-EAP European School of Management

Please do not hesitate to contact us for additional information on the Conference. We are all very much looking forward to welcoming you to Paris next April!

Christian Heidorn  
President of Perspective Europe

## TIMETABLE (example)

DAY 1	DAY 2	DAY 3
SPEECHES	SPEECHES	SPEECHES
COMPANY FAIR		
LUNCH	LUNCH	LUNCH
COMPANY FAIR	WORKSHOPS	PRESENTATIONS
SPEECHES		COCKTAIL
EVENING EVENT	EVENING EVENT	

## SCIENTIFIC VENTURE - IMPLEMENTING THE FUTURE

Our world is full of tremendously **bright minds** – people who come up with some of the most amazing and insightful ideas. Most of the things that we consider part of our everyday lives are the product of years of research and development and were **major innovations** at some point in time. We often forget that. And today is no different from then. The pace at which **science and technology** progress is constantly speeding up and the **solutions of the future** are already being conceived.

But despite their great potential, many innovative ideas fail when it comes to **commercializing the final product**. Some companies develop products, which nobody wants to buy and others accidentally offer a service, which will become a **break-through** idea. Despite this, successful corporations are what they are because they achieve a positive **balance between success and failure**. Business leaders ultimately have to achieve this task. Is it their strategic skills, their experience, their intuition for market trends or their positive risk behaviour that defines their capacity to turn an idea into a product that sells?

It is the creative energy of the scientists and engineers who help our world evolve, who create new things. But in the end it is the manager's role to implement them in the real world – to **make things happen!**

So how do we manage to **bridge the gap** between these two distinct worlds, which depend on one-another so much? We live in a **knowledge-based economy**, where there is an increasing demand for individuals with a depth of understanding of both science and its implementation in the world of business. How do I help a newly developed renewable fuel penetrate the market? How do I commercialize a unique new form of fabric? How do I develop a standard in the extremely competitive high-tech industry?

These are some of the things that need to be addressed in today's economy. The ideas are out there. Who has what it takes to engage in such an endeavour?

## RECRUITING

Students invited to participate in the European Management Conference are subject to a selection process for which corporate and institutional partners can set their own criteria. The applications of nearly 1000 students are examined and approximately 150-200 participants are carefully chosen. The conference offers several recruitment opportunities:

### Company Fair

During the conference a large time-slot is dedicated to the company fair, where students can visit the stands of our partner companies and institutions.

### Presentations

Our partner companies have the opportunity to make a detailed presentation of both their business and their recruitment processes in the conference auditorium.

### Interviews

Students can be invited to interview rooms using the Perspective Europe online interview scheduling system at any time of the conference. Student CVs are available to our partners up to one month before the conference, allowing them to plan their schedule in advance of their arrival in Paris.

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## RECRUITING



## NETWORKING

### Networking

In the past our partner companies have very generously sponsored one or more of the many Networking Events organised during the conference, in order to increase their prominence with the students. Perspective Europe welcomes this type of initiative and would like to keep this tradition alive. During the conference we intend to organise special events that offer further opportunities for discussion and mutual exchange.

## QUICK FACTS

### Participants

In April 2006, students from 27 different nations were present in Paris. **87%** of all participants are either European citizens or currently live within Europe. Asia is the second strongest continent at the European Management Conference with approximately **20%** of participants being of Asian nationality. The average age of the participants was 25 years and the ratio of male and female participants was nearly equal.

Over **50%** of the participants had either already completed or were enrolled in a Masters programme at their University. A striking **8%** had already obtained a doctoral degree.

Languages were a strong factor at last year's event. Nearly **90%** of all participants spoke **3 or more** languages and the average professional experience was around **30 months** with approximately 3 internships/jobs per participant, offering our corporate partners excellent prospects for recruitment.

### Perspective Europe - young, dynamic, international

Perspective Europe is set to be a platform for students of ESCP-EAP which encourages them to challenge themselves, to be curious, to take responsibilities in a team and to learn how to achieve these goals while still passing a great time with friends.

Operating on the five campuses of the ESCP-EAP (Paris, London, Berlin, Madrid and Turin), Perspective Europe's mission is to create opportunities for international students to have discussions, exchange ideas and challenge their individual mindsets.

Through conferences we want to promote the interaction of this generation with professionals, academics, companies and institutions. Facing crucial global issues, we want to encourage them to develop further perspectives in the field of management from a European point of view.

### Contact Addresses

For further information please visit our website [www.perspective-europe.eu](http://www.perspective-europe.eu) or send us an e-mail at [info@perspective-europe.eu](mailto:info@perspective-europe.eu).

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