

## Carrefour deepens its ties with EDHEC Business School by becoming a Corporate Programme Sponsor of the MSc in Marketing Management



**June 2014** - Eric Legros, Edhec 81 and Edhec of the Year 2008 and now Executive Director of Merchandise for the Carrefour Group, underlined Carrefour's commitment to EDHEC by signing an agreement that makes the Group a Corporate Programme Sponsor of the EDHEC MSc in Marketing Management. Eric Legros took advantage of the signing ceremony organised on EDHEC's Paris campus to share his international career experience with some 10 young EDHEC talents. In an upbeat and engaging speech, he particularly urged them to retain their freedom of

thought and action: *"be who your are, do what you love and remember that innovation is the opposite of consensus, and don't be afraid to go for your goals, to dare to do, to listen and to work together"*.

Eric Legros, Executive Director of Merchandise, Carrefour  
and Anne Zuccarelli, Associate Dean for Corporate  
Relations & Careers

Thanks to the agreement, students will be able to benefit from lessons in Strategic Retail Management co-produced with Carrefour **as from September 2014**.

They will also have the chance to get a behind-the-scenes view of a hypermarket in order to better understand how it works and the issues concerned.

Eric Legros plans to return to launch the partnership at the start of the new academic year, via a conference attended by around 100 students embracing 25 different nationalities.

This initiative deepens EDHEC and Carrefour's existing relations and rounds out other initiatives with the retailer that are geared to reinforcing local ties and improving visibility, such as the *Negotiation* seminar in Year 1 of the EDHEC Master in Management, the *Open Innovation* seminar in Year 2 and an amphitheatre sporting the Carrefour name on EDHEC's Lille campus.

After Unilever, Carrefour becomes the 2<sup>nd</sup> sponsor to support the MSc in Marketing Management and the 5<sup>th</sup> Corporate Programme Sponsor.

The combination of the two sponsors, one a retailer and the other an industrial group, creates the opportunity to develop synergies and to exchange information and views on their different problems and issues and on their common and individual objectives.



Anne Zuccarelli, Eric Legros, talents EDHEC

About EDHEC BUSINESS SCHOOL

5 campuses: Lille, Nice, Paris, London and Singapore

6,200 students and 10,000 participants in executive education, conferences and seminars organised in 28 global economic capitals

17 degree programmes: ESPEME undergraduate programme, Master in Management, MScs, 2 MBAs, a PhD in Finance, etc.

23,000 participants in conferences and seminars organised in 28 global financial capitals

Over 25,000 alumni in 120 countries

142 permanent professors (49% of international origin) and 810 adjunct faculty members

13 research and teaching chairs

An €85m budget, 1/3 from corporate funding and 20% invested in research

One of 60 business schools worldwide – out of a total of around 14,000 institutions – to hold triple accreditations from ACSB, EQUIS and AMBA ([http://fr.wikipedia.org/wiki/Triple\\_accr%C3%A9ditation](http://fr.wikipedia.org/wiki/Triple_accr%C3%A9ditation)).

EDHEC Business School aims to be recognised for research and training, innovative ideas and tools that have a high impact on businesses. This “EDHEC for Business” strategy is underpinned by excellent academic research, the results of which are systematically disseminated through EDHEC’s programmes (MScs, PhD, etc.), to the business world and to society.

More information is available on the EDHEC Business School website: [www.edhec.com](http://www.edhec.com)

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