

Two young entrepreneurs - graduates of EDHEC - are taking part in the G20 Young Entrepreneur Summit in Mexico



May 2012 – Following the third edition of the G20 YES (Young Entrepreneur Summit) on EDHEC's Nice campus last year, the fourth edition of this annual international summit for the G20's most emblematic entrepreneurs aged 18-45 is due to take place in Mexico on 2-5 June this year, just before the G20 summit itself. Charlotte Findeling,

Edhec 2003, Managing Partner of Deuz, and Emmanuel Cotsoyannis, Edhec 2003, Managing Partner of Antilopes, have been selected to take part in this year's event along with 400 other entrepreneurs from around the world. The G20 YES seeks to table concrete proposals for submission to G20 heads of state for the ultimate purpose of placing entrepreneurs at the heart of the economic and social model in the 21st century. Five countries in difficulty have also been invited to take part in this year's G20 YES and particularly in the forum, during which they will prepare a document to be included in the G20 YES's final declaration addressed to G20 governments.

The 22 entrepreneurs due to represent France were selected by a Jury comprising recognised personalities from the entrepreneurial ecosystem and organised at the request of the Journées de l'Entrepreneur association. Charlotte Findeling and Emmanuel Cotsoyannis were chosen for the values of integrity and generosity that they promote and for the viability of their companies. The jury's selection was designed to reflect the diversity of French entrepreneurs in terms of type of business, parity and age. Deuz, a company founded just two years ago by three young women with very different backgrounds, ticked all the boxes for the jury. *"My application reflects our outward-looking approach (we export 60% of sales and produce both in India and France), and conveys our values of environmentally-responsible production and ambition ... all of which are core subjects for entrepreneurial development at present",* analyses Charlotte Findeling Managing-Partner of Deuz. She adds that *"the G20 YES provides a unique opportunity to familiarise oneself with other entrepreneurial cultures. It enables us to take stock of the existing situation and summarise the expectations of 400 entrepreneurs originating from widely-differing backgrounds. The event also serves as an energy-booster for many of us. In short, I consider it essential for the proper development of entrepreneurship worldwide"*. Emmanuel Cotsoyannis's background provides a good example of this new generation of entrepreneurs who are *"passionate about creation, have a taste for enterprise in association with others and a burning desire to expand and reach critical mass with their businesses"* and also explains why he was selected for the G20 YES. Emmanuel sees his involvement in the G20 YES as a chance to *"spread the passion that drives our group on and which my partners and I try to instil into our staff."*

Charlotte Findeling – a faultless ride



Charlotte Findeling, 2003 EDHEC graduate, Managing Partner of Deuz

www.deuz.biz

“After six years in financial control and audit, I decided to take up a new challenge that would allow me to apply my managerial skills to a personal project constructed from scratch and which would broaden my areas of expertise (purchasing, sales, human resources, legal). I joined up with two people with backgrounds in decorative arts and the Ecole Boule art school to create and market cheerful and fun articles for children, a fast-expanding market that leaves scope for a high level of creativity.

My intention with Deuz was to enter into the nitty-gritty of business and to cut down on the number of intermediaries. I’m very pleased that my research and decisions are now having a direct impact on the development of our business.

I’m also delighted to take part in the G20 YES in Mexico. For me, it represents a unique opportunity to pool and consolidate the best practices, needs and expectations of entrepreneurs the world over. We need to unite and speak in a single voice to heads of state, who I am confident will take note of the proposals emanating from the seminar. The G20 YES delegation will relay the seminar at several events this year including Salon Planète PME and the Conférence Annuelle des Entrepreneurs. The entrepreneur’s voice is the individual’s voice, on a day-to-day basis. I am delighted to be able to speak about my experience at universities and grandes écoles, and to give students the confidence in their ability to contribute to their own future.”

Emmanuel Cotsoyannis - an entrepreneur at heart



Emmanuel Cotsoyannis, 2003 EDHEC graduate, Managing Partner of Antilopes

“After graduating from EDHEC in 2003, I sat the entrance exam at Sciences Po. I then worked as an organisation and strategy consultant for three years. My taste for creating things from scratch quickly burgeoned and ultimately left me with no choice but to start up my own company. The urge therefore came before the idea, and the trigger came when I discovered the relatively unstructured niche market of at-home catering. The result was Dîners d’Eloïse, France’s first at-home catering brand that I set up in partnership with Joyce Levi, a young chef trained at the Ecole Supérieure de Cuisine Française. Having caught the entrepreneurship bug, I then teamed up with another partner, Grégory Areinx, to set up an events catering arm under the Palais Royal brand and to open a first 700m² reception facility - Le 8 Valois – just a stone’s throw from Paris’s Palais Royal. All these activities are now grouped together within Antilopes, an integrated catering and reception services group that aims to become a leading player in France and elsewhere within the next five years.

This fourth edition of the G20 YES sees the movement start to institutionalise. During our meeting with Ramon Fernandez, a senior manager within the French Treasury, it was stressed that the summit’s conclusions would play a large part in the discussions due to take place between the G20 heads of state a few days later. I decided to accept the invitation to the summit as I am fully convinced that this will be the case, and not because I wanted to spend five days sunning myself in Mexico. The G20 YES will be judged on the measures that are proposed and subsequently carried forward. The challenge of starting up new companies is a particularly vital one for economically and socially mature countries that can no longer rely on established heavyweights to act boldly in ways that create substantial amounts of value and help to alter the status quo. The summit is also exciting for its ability to inspire “co-opetition”, a movement characterised by healthy emulation among

creators, entrepreneurs and business proprietors, and at the antipodes of the type of head-on and often value-destroying competition practised by large internationally-established corporations. Personally, I want to promote the idea that there is room in France for high-growth, innovative and sustainable models in traditional industries like catering.”

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