



OPENING CEREMONY
Academic Year
2017 / 2018

FRIDAY SEPT. 29, 2017
16:00
LILLE CAMPUS

Make an impact

LILLE ♦ NICE ♦ PARIS ♦ LONDON ♦ SINGAPORE

Emmanuel Métais and Olivier Oger have the pleasure to invite you to the

EDHEC BUSINESS SCHOOL OPENING CEREMONY



Inaugural lecture: “When Hercules meets Buddha”

by Keynote speaker Laurent Freixe, EDHEC of the Year 2001

The impact of digital revolution, combined with the economic crisis, is just the tip of the iceberg when it comes to the challenges faced by transnational companies. What is the role played by social responsibility, sustainable development and education in the Millennials’ career choices?

Executive VP and CEO America at Nestlé, Laurent Freixe was born in Paris in 1962 and has a thriving career in the company, where he started in 1986 right after receiving his Diploma from EDHEC Business School (MSc Marketing)

A light cocktail will follow the Ceremony

Please RSVP to opening-ceremony@edhec.edu by 20 September 2017

EDHEC Business School – Opening Ceremony Academic Year 2017/2018
Friday September 29, 2017 – 16:00
Lille Campus – 372 rue Verte, 59170 Croix
If coming by car, please use the parking at Avenue Le Nôtre (Roubaix)

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