

NEWSLETTER

FEBRUARY 2024



Hedwige Chevrillon (MBA.84), Editor-in-Chief at BFMBusiness and BFMPolitique TV channels & Vincent Beauflis (H.75), Managing Editor of Challenges magazine

Giving a Voice to Business and Society Leaders

Following in the footsteps of Florian Grill (H.88), Valérie Baudson (H.95), Éric Lombard (H.81), Mercedes Erra (H.81) and Augustin de Romanet, Pascal Cagni (H.86) and Frédéric Mazzella, the [monthly TV program L'Entretien HEC](#) kicked off the new year on the BFM Business channel with Alexandre Prot (H.06), founder of Qonto. Six years after its launch, the neobank is France's biggest unicorn.

On another note, [HEC Stories](#), our alumni magazine, has had a makeover. With over one hundred and thirty nationalities on campus, students and alumni speak a lot of Shakespeare's language. That's why our quarterly magazine is now fully bilingual! For the next issue, the editorial team has turned its attention to sustainable finance. Can it make energy transition a reality? We put this question to Igor Shishlov, professor and director of HEC's Climate and Finance Certificate.

We also followed d'A Salfio (E.23), lead singer of the group Magic System, during one of his crazy days in Côte d'Ivoire. Between the CAN, with which he is very involved, and commitments to his foundation, we covered half the country with this national star. In the USA this time, we sat down with Rebecca Walser (T.22). Star commentator on Fox Business, this tax advisor and resource manager extraordinaire exposes the flaws in the US pension system and financial market.

[View all L'Entretien HEC videos](#)

[To follow everything you need to know, subscribe to HEC Stories!](#)

The 3-Minute Update

Info

HEC Paris in Partnership with Yale School of Management

In early January, HEC Paris announced a groundbreaking collaboration with [Yale School of Management](#) for a transformative double degree program!

This partnership will give candidates the opportunity to earn two master's degrees in two years — an [MBA at HEC Paris](#), followed by a Master of Advanced Management degree at the Yale School of Management.

[The new dual-degree program](#), which was launched this month, allows candidates with 4 to 5 years of work experience to earn a 14-month MBA from HEC Paris immediately followed by a 10-month Master of Advanced Management (MAM) from Yale SOM.

Initiative of the Month

SAVE THE DATE - Join the HEC Alumni Committee – 26 February

The 2024 call for applications to become a member of HEC Alumni's board of administrators will open on February 26. This year, 12 Committee mandates will be up for renewal. Candidates must present their motivations to an independent nomination committee and demonstrate their engagement with the HEC community. In the interest of promoting diversity among Committee members, we encourage candidates from all HEC programs, regardless of location. More information on our website from February 26.

 **Figure: 2 000 000 €**



HEC Foundation Needs Your Support to Reach the Target for HEC's New Amphitheatre!

After the first few weeks of mobilization [following the Blondeau fire](#) in October 2023, €1,314,000 has already been raised: a big thank you to those of you who have contributed!

And thanks to the class reps who have already mobilized members of their cohort! For the time being, the H.86, H.72, H.78 and H.88 classes are at the top of the list of most mobilized classes, in terms of amount raised and number of donors, and will have a seat named after them.

To reach our 2M€ target, [we need more donors](#): you can help us by mobilizing your fellow students.

If you would like to support us in this way, please contact [Laurence Rolland](#). HEC Alumni and the HEC Foundation will be on hand to help.

Your Association



Join the club.

Don't miss out on the many advantages to joining the Association :
networking, lifelong learning, career fast tracks and more...

HEC ALUMNI

SIGN UP NOW 

Big Plans for 2024... To Take Advantage, Remember to Subscribe to HEC Alumni!

It's time to join the Association and take full advantage of the benefits reserved for members! Coaching, online programmes and HEC executive courses, professional opportunities, special events, exclusive services... A whole range of resources and services is at your disposal, to support you in your projects, your desires and your career path.

You're part of the most powerful graduate community in the world, so don't miss out on its many opportunities!

[Join us and benefit from all the advantages](#)





Wednesday, May 29th 2024
7pm - 1am
Hotel Potocki
27 avenue de Friedland, 75008 Paris - France
Dress code: black tie, cocktail dress

FIND OUT MORE 




HEC Gala Dinner - 29 May

For its fourth edition, the Gala Dinner returns this spring at a venue that has been emblematic for many of our Association's major events: the Potocki Hôtel, headquarters of the Paris Ile de France Chamber of Commerce and Industry. Expect to be surprised and charmed by the venue, its ambience, its enchanting gardens and exceptional decor! And to make the evening even more meaningful, as is now the tradition, we will be mobilising the generosity of participants to support HEC's equal opportunities projects with determination and ambition.

[Reserve a table in your name, for your company or for your graduating class for this not-to-be-missed event](#)



Volunteering: Part of Your Life Project?

Whether you're going through a career transition, looking for more meaning in your professional activities, or simply motivated by the desire to get involved in a project that's close to your heart, volunteering is a powerful lever for commitment and impact.

Within HEC Alumni, the [HEC Volunteers for Good](#) club can help you find the right project, thanks to an exceptional network built up over more than 30 years of close relations with the associative world. With its personalized approach, the Volunteer Role Exchange helps you find a volunteer assignment that matches your wishes: cause, role, availability, location...

NEW!

[Job offers entrusted to HEC Volunteers for Good can now be consulted via the Job board on the HEC Alumni website](#)

Contact: offres.hec.volunteersforgood@gmail.com / +33 6 77 03 16 08

Our Selection from HEC Stories



Issa Sidibé (H.10) is shaping the future of agriculture in West Africa

After a brilliant academic journey, Issa aspires to introduce high-yield and sustainable agricultural value chains in West Africa to address economic and demographic challenges.

[Read the article](#)

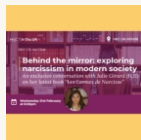


Karen Contet (M.05), a Fintech Double Agent

Over the last decade, Karen Contet (M.05), co-founder of the global tech summit Hong Kong Fintech Week, has been making waves in the Asian Silicon Valley. Learn more about this enthusiast of new worlds.

[Read the article](#)

Meetings Not to Be Missed



Behind the Mirror: Exploring Narcissism in Modern Society – 21 February

Come and join us for an exclusive conversation with Julie Girard (H.11), writer and philosopher. A copy of the book will be given to all participants. Organized by the [UK Chapter](#). [Register](#).



UAE Gala Dinner - 24 February

Join us for an enchanting evening at the Park Hyatt Dubai Creekside Terrace.

Contact: hecparisuae@gmail.com. Organized by the [UAE Chapter](#). [More Information](#).

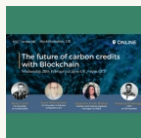


Private Evening Visit of the Guimet Museum in Paris - 28 February

Written in the 11th century by a woman, the poetess Murasaki Shikibu, "The Tale of Genji" generated an extremely rich iconography, influencing even contemporary mangaka.

This exhibition event at the Musée Guimet invites visitors to immerse themselves in ancient Japan, discovering the Heian period (794-1185) and its courtly art. Organized by the [International Development Club](#) and the [Culture Club](#). [Register](#).

Transition



The Future of Carbon Credits with Blockchain - 28 February

This webinar will cover the current state of the carbon credit market and the transformative potential of technology in combating climate change. Our panelists, experts in carbon credit markets, digital measuring, reporting, verification methods, and blockchain technologies, will explore the possibilities of creating new standards for buying carbon credits. By leveraging digital innovation, trading carbon credits can transition into an era of enhanced transparency and accessibility and empower industries to achieve climate neutrality. Organized by the [UK Chapter](#). [Register](#).

On the Campus



Purpose Day - Bring Purpose to Life - 5 March

Second edition of the Purpose Day, hosted by the HEC Paris S&O Institute Purpose Center in collaboration with the Oxford University Center for Corporate Reputation on March 5th at the prestigious Hôtel de l'Industrie in the heart of Paris.

This summit will address how purpose intent can be translated into authentic action. The speakers, panelists and participants into how best to embed purpose in firm culture and governance, as well as the latest thinking on how purpose can best be measured.

Come and meet researchers from HEC Paris and the University of Oxford. Participate in panel learning debates populated by experts from academia, industry, the financial markets, the professions, and EU regulatory field.

[More information and register](#)



Mark your calendars! Explore HEC Paris' Masters Programs during our Virtual Open Day - 14 March

From program presentations to student life, financing, and even tips to get your application accepted, our recruitment team and students will answer all your questions.

[More information and register](#)



How to Make the Paris 2024 Olympic and Paralympic Games More Sustainable?

Students in the Sustainability and Social Innovation Master's program at HEC Paris were able to reflect on solutions for optimizing the logistics and reuse of waste generated during the future Paris 2024 Olympic and Paralympic Games, thanks to the expertise of the CMA CGM group - official partner in logistics solutions for Paris 2024, the Organizing Committee for the Olympic and Paralympic Games, and with the support of the French National Olympic Academy. A key day in the form of a hackathon for sustainable innovation was held on Friday, 19 January at the French National Olympic and Sports Committee in Paris, to reflect on global issues, the duty of eco-responsibility for major world events and work via a financial donation for an association dedicated to saving the oceans and the innovative reuse of plastic waste.

[Read the article](#)

Finding Your Purpose by Committing to Major World Challenges

At a time when young business school graduates are expressing a lack of purpose and a growing concern for the world's major challenges, an increasing number of them aspire to combining professional success with being useful to the planet and society. HEC Paris has responded to this call by introducing over the years modules and events dealing with these issues. One notable recent achievement is the creation of the "[Engagement Path](#)".
[Read the article](#)



Renewal of the BNP Paribas-HEC Paris Teaching Chair

On January 29, BNP Paribas renewed its commitment to HEC Paris with the signing of a new 3-year contract for its teaching chair in corporate finance. Launched 12 years ago, now renamed "The Future of Finance" and directed by finance professor Pascal Quiry (H.84), this chair focuses on the major challenges facing the world of finance in the coming years, such as CSR issues and impact finance.

Thanks to the involvement of Sofia Merlo (H.85), Alain Papiasse (E.89), Sophie Javary (H.80) and David Vaillant (H.98), this new step enables BNP Paribas to support research via the HEC Paris Center for Impact Finance, to enrich its academic interventions with the creation of an elective Ethics & Compliance course and to continue to promote close links between the business world and the academic sphere.

[More info](#)

This newsletter is produced every month with ♥ by HEC Alumni
The entire HEC Alumni team is at your disposal, do not hesitate to contact us
for information: [Laurence Rolland](#)
Happy reading!

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