

# Press Release

Cergy, 22<sup>nd</sup> June 2010

## **ESSEC'S Consumer Goods Chair presents "25 ideas to boost french growth"**

On its 25<sup>th</sup> anniversary, ESSEC's Fast Moving Consumer Goods Chair presented "25 ideas to boost french growth" to the Minister of Economic Affairs, Industry and Employment, Madame Christine Lagarde.

The chair's propositions are the result of several months of intensive work and research on the subject of growth, conducted in collaboration with industry leaders: Stanislas de Gramont (Managing Director, Danone France), Hubert Hémard (Marketing Director, Monoprix), Hervé Le Lous (President, Viva Santé Group), Bruno Luisetti (President & Managing Director, Kraft Foods France), James Mc Cann (Executive Director, Carrefour France), Reine Claude Mader (President, CLCV), Nicolas Mounard (Chairman, Alter Eco), Arnaud Mulliez (President, Auchan France), Serge Papin (President, Système U) et Loïc Tassel (President & Managing Director, Procter & Gamble France).

The propositions, announced by the panel of directors and students of the ESSEC chair, were separated into several categories: innovation, SMEs, ETI and agriculture, employment, reinsertion and training, the improvement of 'durable' buying power, the evolution of trade, advertising best practices and subsidiary responsibilities.

Some examples of the 25 propositions are outlined below:

- Assist SMEs to work more efficiently with mass distribution by modifying the current conditions that make them economically dependent on large manufacturers
- Improve the integration into the work force of young workers from disadvantaged communities who are left on the fringes of the job market and have limited opportunity to engage in normal consumption
- Create a "fresh product voucher", based on the CESU model, to encourage disadvantage households to eat more fruits and vegetables, or significantly reduce VAT on fruits and vegetables to 2.1%, compensating with the imposition of a higher tax on unhealthy consumables (such as video games, televisions etc. ) and predominantly imported goods.
- Boost consumption via investment, by promoting CO2 reductions and healthy living.
- Every year, award an "ESSEC Responsible Trade Grand Prize", organised by the FMCG Chair in partnership with the Minister of Economic Affairs, Industry and Employment.
- Cease the sharing of information with international competitors of French PME's to protect them from filing from bankruptcy due to increased market competition.
- Encourage the localization of production.
- Stimulate consumption in France by improving the availability of television advertising.

"ESSEC's Fast Moving Consumer Goods Chair takes its role as an academic leader very seriously and is continuing to help mobilise all stakeholders of the chair" stated Remy Gerin, Pedagogic Director of the chair.

The Minister of Economic Affairs, Industry and Employment expressed her interest and support for several of the presented propositions.

To consult the complete list of propositions: [www.essec.fr](http://www.essec.fr)

### **About ESSEC**

The ESSEC Group, Ecole Supérieure des Sciences Economiques et Commerciales, founded in 1907, is a major actor in management education on the world scene. With 4,200 students, a wide range of academic programs offered in management, partnerships with the most prestigious universities in the world, a network of 35,000 alumni, and a faculty composed of 135 permanent professors, renowned for quality and influential research, ESSEC has an established reputation for academic excellence and an innovative socially and economically aware, open-minded culture.

For additional information: [www.essec.edu](http://www.essec.edu)

### **About The Fast Moving Consumer Goods Chair**

The FMCG Chair is the first teaching and research chair created in a French business school in partnership with FMCG private sector production, distribution and services. The founding director, Daniel Tixier, and the pedagogic director, Remy Gerin, oversee the creation of synergy between the chair's students and its economic partners. For more information: [www.essec-chaire-pgc.fr](http://www.essec-chaire-pgc.fr)

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