



## Monaco gets Top Marques

*By Diego Beccaro, student reporter*

The COMM 1002 class were invited by the organisers of Top Marques, the supercar show in Monaco, to the grand opening by HRH Prince Albert.

The show consisted of road legal super cars, and performance tuners, and was held at the Grimaldi Forum from the 19th to the 22nd of April 2007.

Rare super car manufacturers such as Wiesmann, Koenigsegg and Pagani were represented, each displaying some of its prime specimens, as well as the more familiar Ferrari, Bentley and Lamborghini. The show also consisted of performance tuners such as Porsche's Gemballa, Mercedes-Benzes AMG, Brabus, and Range Rover's Overfinch.



*COMM 1002 students wait for HRH Prince Albert to arrive*

Guests at the event were given the opportunity to test drive the cars along the sea-front outside the showroom and the sight and sound of these magnificent machines left everyone staring in wonder. The atmosphere inside the showroom was electric with every visitor engrossed in the sheer beauty of the cars.

The show was an undeniable success and marked the opening of the motor season, with the forthcoming Monaco Grand Prix.

As the sun, sea and the sounds of the super-charged engines roared through the streets, it made for a perfect day in Monte Carlo.

## Calendar

**May 24 to 27, 2007**

### **Grand Prix Formula 1**

Every year our students have the possibility to be part of one of the most international events in Monaco, and meet with unforgettable people.

**June 16, 2007**

### **Graduation Ceremony**

The ceremony will take place at the Salle Empire at the Hotel de Paris, at 2.15 pm. The ceremony will be followed by a dinner at the restaurant "Le Deck", at the Monte-Carlo Beach Hotel at 8.30 pm.

**June 20, 2007**

### **IUM Open House**

Open days for prospective students who want to visit the university and meet some of the current students.

10am-7pm

## Golf tournament success

IUM students Fredrik Lundberg and Marc Perotti won the Euromed Cup in Marseilles last month.

The weekend consisted of sailing and golf, with 120 participants in total. Students Edward Beaton and Mattias Stromberg also represented IUM during two days of golfing.

Marc says: "Fredrik and I played OK on the first day, and we were placed second." Both students were convinced they hadn't won, Fredrik recalls: "We thought



*Fredrik Lundberg and Marc Perotti celebrate their win*

that maybe if we were lucky we would be 2<sup>nd</sup> or 3<sup>rd</sup>, so we were so surprised when we won!" The prize was two "drivers", worth over 900 euros. Marc says of the event: "The whole thing was very well organised, down to

every last detail. They were very friendly and it was a really good social event."

The boys have had the opportunity at IUM to practise their golfing skills, the Student Association offers students the chance to play at the Monte Carlo Golf Club every Friday, and without it, Fredrik doesn't think they would have won.

*"It's such a great thing for the university to do, and a real plus point for our sporting teams."*

Contact  
International University  
of Monaco  
2, avenue Albert II  
MC 98000 Monte-Carlo  
Principality of Monaco  
Tel: +377 97 986 986  
Fax: +377 92 052 830  
info@monaco.edu



# Champion Snowboarder: Massimo Galfre

By Charlotte O'Leary

24 year old IUM BSBA student Massimo Galfre has been hiding a secret: he's been competing and winning snowboarding championships, and is the face of Nike's latest advertising campaign in Italy. He's currently working for Nike and French company Rossignol, and he represents both leading companies in the World Snowboarding Championship.

Massimo has also appeared in numerous snowboarding films, sponsored by both companies, as well as copious snowboarding magazines. He's even been interviewed for MTV and Eurosport. Massimo started as a snowboarder aged just 14, after becoming bored of skiing.

"I started to see all the young people snowboarding, and I tried it and found it easy, so I bought a snowboard," he recalls.

"At the beginning I went to the mountains every week to practice and I started



to improve. It was a big advantage having the time to do it. My best friend is also a professional which helped."

Massimo won his first competition in 1999 in Sestriere in Italy, and spent his

winnings on a party. He eventually quit snowboarding full time in order to study at IUM.

Although he has considerable success as a model for Nike's campaigns in Italy, including a huge poster of himself in their Italian stores, his parents are keen Massimo concentrates on his studies: "The Nike advert was such a big thing for an athlete, but my parents just say 'fine, but what did you do in school today'".

He explains his priority is schooling, with the winnings from his competitions going on gas and food. "I want to continue this when I leave school, I am very happy at IUM, snowboarding is not real life, and you're always travelling around. I don't want to work for the sports companies."

His reasons for coming to IUM? "I wanted to study in the English language, and I wanted to study business. Every-

## IUM at the Euromed Cup

By Frederic Mahl, student reporter

The Euromed Business School of Marseille, organized a special sport weekend on the 28<sup>th</sup> and 29<sup>th</sup> of April.

The School planned this event in order to create a real sports event: golf and sailing, to alert people to the need of sustainable development, as well as get-



Student Charles Galbois

ting students together with employees and CEOs of important companies.

The weekend was divided into 3 parts: a session on ecology, sports section with the two days of sailing and golf, and a party on Saturday night.

From the first day, students and corporate workers had to cooperate to produce a poster advert in order to explain to people the importance of ecology and sustainable development. However IUM failed miserably as we weren't even able to draw a banana.

After a short night the IUM teams started early the next morning. Always keen to work with other people, our sailing team had to get to know and work with some employees and the CEO of the company Altares.

In spite of a real aggressiveness, and after two days of racing the IUM's boat arrived in the fifth position out of twelve.

We were very pleased to discover the golf team had arrived in first place.



Students Frederic Mahl, Benoit Bravard, Charles Galbois and Julien Picard

Between the two days of sports, Euromed organized a party in a hotel for the beginning in a big tent on the beach. However we found it hard the next day to get up and compete...

The weekend was a great success and allowed students and companies from any part of the France to meet each other, and practice sport.

*Find out about the winning golf team on the front page!*

## Next Generation Forum

The NGEF Conference was three days of networking with angel investors, venture capitalists, and internationally renowned entrepreneurs, where students were invited to demonstrate their business plan or idea to a panel of judges. The conference provided students with an opportunity to learn about the newest trends in entrepreneur funding, business plan strategies, and how to establish a business in Monaco. The focal points of the conference were the Business Plan Competition and the Think Tank (idea) Competition.

The winners of the Business Plan Competition were a group of four from Cambridge University in the UK with the concept of a device for blind people which is still under development. The Think Tank

Competition was won by IUM student Kelly Haynes. Originally from California, MBA student Kelly's idea was for an indexing device used for the archive and retrieval of information, using existing innovative display technology developed by E-Ink Inc. She was followed by a team from University of Michigan and Elon University.



*Kelly Haynes*

The NGEF, created by a former Austrian undergraduate student of IUM, Johannes Pinl, is one of the key events of year. It is held the first weekend of March. For more information, please visit the website [www.ngefmonaco.org](http://www.ngefmonaco.org)

## John Gummer

H.R.H. Prince Albert was amongst the guests enthralled at Rt Hon. John Gummer MP's speech at the Café de Paris on 9 March. This special event was organized by MBA student Robert Besseling and his friends from the MBA Student Association.



The former British Secretary of State for the Environment discussed how companies should take responsibility for their own impact on the environment during his speech entitled "Global Warming and the Responsibility of the Business Leader".



*John Gummer, HRH Prince Albert, and Dr Maxime Crener*

Afterwards H.R.H. Prince Albert spent time relaxing with John Gummer, Dr Maxime Crener (President and Dean of IUM), and MBA, graduate and BSBA students. MBA student Robert Besseling recalls how he was inspired by the evening:

"John Gummer suggested we look at the situation in a constructive way, instead of the scaremongering written in the media. Your achievements in helping to save the environment should make you happy."



*HRH Prince Albert with MBA students Robert Besseling and Yukho Grohmann*

## The Riviera in May

*By Charlene Scavetta and Valentina Lassauvageux, student reporters*

May in Monaco not only signals the start of summer, but the Principality hosts it's main event: the Grand Prix. One of the most popular events in the world, the Monaco Grand Prix attracts tourists from all over the world as well as numerous celebrities.



*Monaco during the Grand Prix*

But life does not stop at the race, Monaco at night is certainly the most important part of the Grand Prix. All the usual nightclubs such as Jimmy's, Karé'mont, and Zebra Square organize special parties, and it's possible to spend an amazing evening with people such as Michael Schumacher, and local Formula 1 drivers.

And from the 16th May, the Cannes Film festival will take place and as usual all IUM students will be invited. Every year, about twenty feature films are selected to be in competition and "in the running" for the Palme D'Or. The festi-

val attracts thousands of actors from all quarters of the film industry. After the Oscars, the Cannes prize, The Palme D'or, is the most prestigious award in film.

***"IUM students will have as every year, the opportunity to visit the fashionable city of Cannes, the Croisette and its famous luxurious hotels. "***

Students from the university will spend their nights partying in famous places. Parties on the beach with famous people and DJs will definitely seduce the IUM students. One of the most well known places is the restaurant Le Baoli, where students can meet stars or film makers during this period. The IUM association has tickets for a private event party with the David Guetta as DJ.



Based on the Riviera, the university provides to student a multi cultural environment and an excellent level of management education essential for the future life of students.

# New Student Association

New Student Association President Julien Picard introduces the Goldfinger Society...

"This year we have been elected by the students of the International University of Monaco for the Student Association Presidency.

We came up with the idea to change the student's world, giving them a fresh view on their academic lives. We are based on the idea of communication between students as well as undergraduate and graduate because we are in the same university it is important to have good relationships. For a student, it is important to live and study in a good environment because they spend a large part of their time here, and that's why we'll try to give them the best to be sure they will never forget this part of their lives.

Academic life is the main point of our goals; we'll try to develop everything around what we are studying: International Business. Through several events as NGEF, conferences with successful businessmen and CEOs, and also forums about international trade and luxury goods.

As we saw this year, students are interested by the luxury side and Monaco is a business place where luxury is a part of our every day life. We have all the opportunities to evolve in a unique environment. We have to use this side as a tool for our future. Social life is the second point which is pretty well known by the Goldfinger's... Because everyone needs to relax and have fun we plan a hard schedule for the students. Travelling, parties, dinners, DJs, beach parties, sports events... the list goes on and on..

For the sports we will continue to develop a team spirit in each group because we all want to be the best and have results which challenge other universities. We have to pull up the image of the university and show our efficiency in all the fields as well as academic, social or sportive life.

We are glad to be the new Student Association and we will do our best because "we'll be happy to make you happy".

Julien Picard



*Julien and the Prince at Top Marques*

## Ergonomics Best Paper Award

On the 18th of March 2007, Dr. David Ansiau, Professor of Management and Human Resources and his colleagues of University of Toulouse II (Work and Cognition Laboratory, CNRS) received the "2007 Best Paper Award " from the Ergonomics Society.

This award rewards their article "Shiftwork Experience, Age and Cogni-

tive Performance" published in the academic journal Ergonomics. The award was delivered during the Ergonomic Society Annual Conference taking place at the University of Nottingham.

Dr Ansiau comments: "I feel very satisfied with our work, especially as it was a very positive collaboration. I feel overwhelmed, I had just started my new aca-

demic life and it's amazing to start with an award."

He found researching more demanding than teaching, and appreciates IUM's developing research dynamic: "it wasn't an easy thing to achieve, but when you get an award for your work it's a huge feeling of satisfaction."

## Sports News

The usually unbeatable IUM tennis team suffered a surprise defeat at the hands of Monaco Telecom in the Quarter Finals on the 12th May.

Coach David Cranman told the IUM newsletter "It's better to have played and lost, than never to have played at all."

If you are an enthusiastic player please contact Mathilde at mmaylin@monaco.edu

The IUM soccer team are looking for players for the new season. If you are interested please contact Emilien Adam at eadam@monaco.edu

## Awards

IUM is very proud to announce that 4 of our Master programs received awards by the SMBG Guide of Best Master Programs in France.

- 1st Award for Program Innovation: Master in Finance - International Wealth Management.
- The Master of Science in Luxury Goods and Services was nominated amongst best Programs for Innovation.
- The Master in Finance - Financial Engineering received the Award for New Program Launch.
- MonacoMBA ranked amongst top MBAs in France.

## Editorial team

**Editor:** Prof Charlotte O'Leary

**Reporters:**

**Diego Beccaro, Frederic Mahl, Charlene Scavetta and Valentina Lassauvageux**

**Got a story? Let the university know about your successes. We welcome contributions from students—get your work in print!**

**Email Editor O'Leary at coleary@monaco.edu**