Beat: Business

5th EDITION OF LA RELEVE BY JOURNAl LES ECHOS ENABLING TO CO WRITE ARTICLES

180 GUESTS COACHED BY GENUINE JOURNALIST

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USPA NEWS - For the 8th time, Les Echos (LVMH Group), a French iconic, Journal of reference in terms of economy and finance, started this morning, Sunday, December 1st in Paris, for the whole day, in the premises of the headquarters located in front of the Eiffel Tower, Boulevard de Grenelle. Researchers, entrepreneurs, politicians. The Journal (and Le Parisien) belongs to Les Echos Group, the media division of the LVMH group.The daily is of liberal orientation. It claims an independent editorial line, nonpartisan, favorable to the market economy, open to the world and especially the European world. The very original and one of a kind concept, LA RELEVE , organized by Les Echos, consists in inviting 150 personalities from the fields of politics, science, entrepreneurship, literature, and some civil society workers, to a few days of the big strike of December 5th. (Which has been announced as unlimited) which is planned in France. The objective is to gather round two hundred chosen guests who matter in their respective fields or express, yet not all involved into business.

LA RELEVE A ONE OF A KIND CONCEPT OF COWRITING ARTICLES WITH CIVILIANS & POILTICIANS----------
The objective is to gather round two hundred chosen guests who matter in their respective fields or express, yet not all involved into business. They all have in common to be committed to any cause that would better the society and bring up a real impact and make a change. This year, the theme is pretty much the Climate change and how behavior and best practices form enterprises can contribute to fight against climate change, and bank routine their green investment in that same matter. The press conference was launched by the CEO of Les ECHOS-LE PARISIEN Journal, after being also CEO of AFP (2005-2010), Mr Pierre Louette, who is is a graduate of the Paris Institute of Political Studies (Sciences Po) and a former student of the Ã‰cole nationale d'administration (ENA). He holds a law degree from the University Paris 1 Panthéon-Sorbonne. He graduated from ENA in 1989, Promotion Liberty-Equality-Fraternity (1989). Pierre Louette, has also taken strong position according to his beliefs and convictions in defending the rights of the disabled people, in many occasions.

OPENING PRESS CONFERENCE AT LA RELEVE LES ECHOS----------
The press conference was launched by the CEO of Les ECHOS-LE PARISIEN Journal, after being also CEO of AFP (2005-2010), Mr Pierre Louette. He made an introduction, in the auditorium, with great enthusiasm, addressing the 180 guests, as well as their buddies journalists Les Echos, as well as a few journalists outside Les Echos reporting on the event, "The main theme this year is that of the commitment and protection of the planet, despite the transformations that have emerged, with a focus on particular on the carbon footprint. "Pierre Louette then introduced Nicolas Barre, Editorial Director, and Dominique Seux Deputy Director Editor. Nicolas Barre thanked warmly the great work done by Director of Editorial Developments, and Henri Gibier,Director of Editorial Development, alongside Dominique Seux Deputy Director Editor, and Jean Louis Etienne, French doctor, explorer and scientist, well known for his Arctic and Antarctic explorations, Transantarctica in 1989. According to Jean Louis Etienne, « 25% of French citizens, waiting for a response to progress in technology and 75% believe that the solution comes from the behavior of men ». Jacques Attali, CEO of Foundation Positive Planet, wrote an article « Is China giving up the climate change fighting », on his own. Pierre Louette then reminded the guests "journalists for a day" that should be feeling " At home, here, in this big house, a big privileged place of the information, since 110 years. " Elisabeth Borne, French Minister of Ecology made the introduction on the eve of the COP25 to be held on December 13 in Madrid, the climate and, more generally, the development of a more sustainable economy are at the heart of this special day. The Minister recalled in an enthusiastic tone but which also turns out "I remind you that the COP is essential".Among the best known, 180 "guests" presented on stage their mission to lead on the following topics that will be addressed in the readers to write in this exclusive day of la RELEVE.To be continued next article...

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