“Si tous les ports du monde...”

International Summer School

July 12 - 21 2012

Saint-Malo
Rennes

Come & join us to become the New Pioneers of today and develop your entrepreneurial skills

ESC Rennes
School of Business
www.esc-rennes.fr

Si tous les ports du monde Network
www.sitouslesportsdumonde.com

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THE NEW PIONEERS!

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International Summer School
Saint-Malo – Rennes

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Harbours and notably Saint-Malo
have a long history of adventures and discovery,
of voyage at sea across the world,
of bold seamen with an “entrepreneurial mindset”.

Harbours today still retain this adventurous spirit,
which is an asset in our global and interconnected world!

From July 12 till 21 2012, Si tous les ports du monde
in cooperation with ESC Rennes School of Business,
will organise an international Summer School
hosted in a residence near Saint-Malo / Rennes, on the sea coast.

This 10-day Summer School will be opened to French and International students from all
educational background (business and non-business: arts, engineering, health, law etc.)

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and develop your entrepreneurial skills.

Si tous les ports du monde
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Email: magali.felin@esc-rennes.fr

www.esc-rennes.fr • www.sitouslesportsdumonde.com

“Wanderer, your footsteps are
the road, and nothing more;
wanderer, there is no road,
the road is made by walking.
By walking one makes the road...”
Antonio Machado
International Summer School in Saint-Malo - Rennes

Presentation

The programme will enable you to:

• Imagine an innovative product/service for 2020
• Develop your personal skills
• Experience cultural diversity
• Develop an international network
• Meet young Entrepreneurs and experienced Executives
• Have fun and learn!
• Enjoy one of the most beautiful regions of France on the sea coast!

The experience of a lifetime!

• Imagine and develop together in teams, an innovative project:
   You will receive guidance so that, in groups of 5, you can imagine and develop a new and innovative product/service for the year 2020.
   It will include the design of the product/service itself with its business model and marketing plan, with its communication plan and tools. Projects will be presented to Business people during a formal ceremony and the “best project Award” will be granted.
• Develop your skills: creativity, communication, project development
• Meet young Entrepreneurs and senior Executives: innovative companies will share their experiences.
• Develop an international network and make an asset of the diversity of your group made of young people from diverse international and educational backgrounds, create new opportunities.
• Have fun and learn: acquiring a new range of skills in a friendly and inspiring atmosphere.
• Enjoy one of the most beautiful regions of France on the sea coast! and discover one of the Wonders of the UNESCO world heritage.
International Summer School in Saint-Malo - Rennes

Conditions of Application

**Age:** 20-25

**Language:** good command of English (indicative Toefl score/ 80, or equivalent).

**Origin:** from any country and from a maritime region.

**Educational background:** no specific background required except curiosity for innovation and new ideas, adaptability to unexpected events and new adventures, openness to international networking and teamwork.

**Costs:** a scholarship will be granted to students so that tuition fees are waived, accommodation and food expenses are covered while on site in Saint-Malo. The students will be responsible for visa, personal and health insurance as well as transportation costs to StMalo-Dinard.

**Academic credits:** not credit bearing.

**Where:** in Dinard next to St Malo in Chateau Hébert.

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**Application:** send back your application form **before April 30** to:

Mrs. Magali FELIN  
ESC Rennes School of Business - 2 Rue Robert d’Arbrissel - CS 76522  
35065 Rennes cedex - France. E-mail: magali.felin@esc-rennes.fr  
together with a representation of your own vision for 2020 of the maritime region where you come from. Design it in a creative way! (video, photos, music, painting, etc…)

Candidates will be selected before **May 6**.

**Number of places limited to 20 !**
Programme outline

Thursday July, 12
Arrival in Saint-Malo / Dinard
Address: avenue du Château Hébert 70 339 - 35 803 DINARD
Tél : + 33 (0)2 99 16 38 40
www.institutsolacroup.com

Friday July, 13 - Saturday July, 14
A spirit of adventure
Up to the Mont Saint-Michel through the “quick sands”
Dinner at “Relais des corsaires”, “The Privateers’den”, on a mystery island
Cruise on the river Rance to Dinan, a medieval city and treasure hunt
Fireworks in Saint-Malo

Sunday July, 15
Free time in Saint-Malo

Monday July, 16 - Thursday 19 July,
An entrepreneurial and creative mindset
Preparatory workshops introduced by video films:
• getting to know oneself and experiencing diversity
• developing one’s creativity & capacity to find innovating solutions

Conferences on :
• innovative technologies, threats and opportunities
• communication strategy & international strategy
• e-commerce with entrepreneurs
• an innovative company, a testimonial from entrepreneur

Teamwork : imagine your innovative a product / service for the year 2020

Friday July, 20
Finalising your project
Official ceremony: presentation of your projects to Business people
Best project Award

Saturday July, 21
Departure and farewell