

**Our school and our alumni association are growing together as part of a pioneering educational project with a resolutely international focus”**

Dear alumnus / alumna,

Our school is today at a key strategic point in its history that will see it, within a few months, take a major step in its growth to unleash its full potential

**An educational project that is unique in France is being launched today. CERAM Business School and ESC Lille will merge to create the first business school to train decision-makers for the “new world”: a world that is more responsible, more ethical, more interconnected and more multipolar: the knowledge economy.**

CERAM Business School and ESC Lille are both schools which have enjoyed strong growth in recent years. Against this background, the management teams of the two schools have for some time been considering, independently, the way in which this growth can be optimised and this new momentum put on a lasting footing.

**The time is now ripe for moving on to the next stage, and developing a new model for business schools.**

**France has never before witnessed the merger of two schools at this level or on this scale.** We will create a new structure that will be greater than the sum of its parts, for the benefit of our students and the enhancement of the value of the degrees we offer.

More precisely, this merger has been motivated by:

- A shared vision of the market and its prospects.
- Shared values: putting students at the heart of the school, the international dimension, links with the university sector, strong local roots.
- The excellent fit between the schools, notably at the level of teaching and the positioning of each school.

**In order to support this ambitious project, our two alumni associations will merge to offer you a larger network, more training, more support in your careers and more professional opportunities in France and abroad.**

**This merger represents an opportunity for our careers and for our schools. Our two alumni associations, once merged, will create one of the largest such bodies in France, with more than 20,000 members.**

Our aim is to launch officially the new name for our school and to finalise the administrative and financial merger in the final quarter of 2009.

We will keep you informed regularly on the progress of this forward-thinking project with which I am delighted to invite your involvement and which will considerably enhance the value of your degree.

The website [www.oneworlddoneeducation.com](http://www.oneworlddoneeducation.com) is already available and has a wealth of information on this project. The website will soon be hosting an online discussion forum for the new project.

We are certain that this ambitious project will receive your enthusiastic support and will make all of us ever more proud of our schools.

Yours faithfully

**Bruno VERCELLI**, *Chairman of the Alumni Association*, signed jointly with **Alice GUILHON**, *Dean of the new business school*

Alumni website: [www.ceramiens.com](http://www.ceramiens.com)