

SIFE FRANCE CELEBRATES ITS 5TH ANNIVERSARY

For its 5th anniversary SIFE France decided to make this National Competition a special one. The event was held at "La Cité Internationale Universitaire" of Paris May 31 and June 1.

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**DO YOU HAVE A STORY?
SUBMIT IT TO:
KOTTO@SIFE.ORG!**

For the Opening Ceremony on the 31st SIFE Alumni from the years 2003 - 2006 were invited to give a speech in which they shared their experience and most impressive moments, like Guillaume Lermite, *SIFE ESSEC* who made it with his team to the World Cup Final in 2005. From last year Benjamin Vionnet shared his story as the leader of a Rookie team which became the 1st Runner Up in the European Symposium Final. Then it was time for the draw. 15 teams were waiting for their name to be picked and announced in which of the 4 leagues they would be presenting.

The next morning 50 opening judges had the challenge to choose the 4 teams which would advance to the Final Round. After an opulent lunch the Final Round teams were announced: SIFE ESSEC, SIFE EDC, SIFE AUDENCIA and SIFE ESCE had the honor to present their projects for a second time. They were judges by a panel of 20 final round judges. During the day also a career fair with *BIC, HSBC, Alcan, HSBC, KPMG* and *L'Oreal* was organized. There were various prizes given out at the award ceremony during the afternoon: "Special Thanks" went to Laurence Lombardo, Marketing officer, *KPMG*, who helped launch SIFE France in 2002, and since then is actively involved in the organization of the National Competition. The Price for the Faculty Advisor went to Patricia Hart, Faculty Advisor of ESCE as the longest serving Advisor, involved since 2002 when she also launched her SIFE team and managed to compete every year. Since her team made it to the Final every year, but never managed to win the Board decided to invite Patricia Hart to the SIFE World Cup to recognize her fidelity, support and effort to SIFE France and her team for 5 years. HEC Paris was awarded with the L'Oreal Creativity Award - Alejandro Masco, Human Resource Development Manager, *L'Oréal* gave the price to the team for their project E-Citizen; web TV for the social responsibility organization to help them to fundraising. The HSBC Award for Social Responsibility in Enterprise was given to SIFE AUDENCIA by Matthew Smith, General Manager, *HSBC*. Finally Emmanuel Bruno, General Manager, *BIC* announced the result for the Board of Directors Award: SIFE AUDENCIA will represent France at SIFE European Symposium. Jacky Lintignat, General Manager, *KPMG* gave the National Champion Trophy to SIFE ESSEC, they will represent France in the SIFE World Cup for the third consecutive year

For more information visit: www.sifefrance.org



Benjamin Vionnet giving his speech at the opening night



HEC Paris receives L'Oreal Creativity Award



Patricia Hart gets the "Advisor of the year" award



SIFE AUDENCIA with Emmanuel Bruno, who announced the result



SIFE ESSEC with their National Champion trophy

FIRST UNIVERSITY ADVISOR HANDBOOK

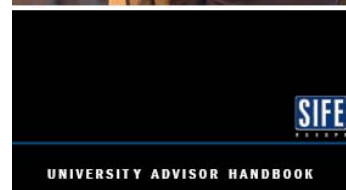
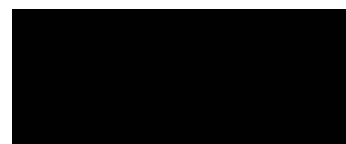
SIFE Europe is proud to announce the release of the first online University Advisor Handbook!

The handbook was specifically created for University Advisors and deals with the following topics:

- Membership Guidelines
 - Code of Conduct ; SIFE Trademark
- The Role of a University Advisor
 - Project Planning and Implementation; Competition Training; Strategy and Succession Planning; Business Advisory Board

In the last section—The SIFE Experience—SIFE University Advisors from all over Europe share their experience and give useful input.

If you are interested in receiving the University Advisor Handbook, please ask your Country Coordinator or Program Manager.



SIFE GERMANY AT METRO GROUP— A PERFECT DAY

Ton the 21st and 22nd of June SIFE Germany held it National Competition, this year for the first time in Düsseldorf at Metro. Highlight of the opening at the 21st was the Executive Round table discussion "Corporate Responsibility". More than 80 judges then took the challenge of selecting the National Champion, who wil represent SIFE Germany in New York City!

After a Career Fair and Regional tables the event was officially opened by Jörg Krell, The Round Table was moderated by Dr. Robert Gutsche, Executive member; participants were Dr. Dr. Peter Bettermann, General Partner and Speaker Freudenberg Board, *Freudenberg Haushaltsprodukte KG*; Dr. Jens-Jürgen Böckel, CFO, *Unternehmensgruppe Tengelmann*; Prof. Dr. Ulrich Lehner, President and CEO, *Henkel KGaA*; Bernd M. Michael, Former Chairman, *Grey Global Group* Europe, Middle East and Africa; Zygmunt Mierdorf, CIO, Executive Vice President Human Resources, *METRO Group*. It was interesting to see different perspectives and approaches. The questions raised were discussed between everyone during dinner. The next day was the day of competition. 16 teams took the challenge to compete for the honor of becoming the National Champion 2007. From 4 leagues in the morning 4 teams advanced to the Final Round in the afternoon. The teams from Bielefeld, Magdeburg, Mannheim and Münster were selected as Final Round teams. The Final Round judging panel consisted of high level executives like Meike Schlecker, Executive Board, *Schlecker* and Christoph Kleinen, Senior Client Partner, *Korn Ferry International*. In the end the SIFE team from the Otto von Guericke University Magdeburg convinced the judges with their projects. With "Scheme of Life" the team supports pupils during the planning of their personal future. "Cash or Crash" is a board play, which was sketched together with pupils for pupils, in order to learn easily the mechanisms of the capital market. "KapiSIFE" is an on-line planning game, in which pupils test business acting. Together with the German-Eritrean society "Hiwet e. V." the SIFE team developed a Business plan for a private school in the Eritrean capital Asmara. In the "Perspectives" project with the woman house Magdeburg supported the SIFE team inhabitant inside to take their life into the hand as apart from the existing psychological support concrete assistance in economic questions was given to them.

For the Board of Directors Award SIFE Münster was selected by the judges and therefore will compete in Warsaw in September. Rookie of the year became the team of Mannheim, which made it in the Final Round in their first year. The event was closed with a great partying the Monkey Club at the "Kö", Düsseldorf's 5th Avenue. For more information please visit: www.sife.de



Jörg Krell introducing the executives



Rookie of the year: SIFE Mannheim



SIFE Magdeburg winning the competition

ADECCO HOSTED SWEDISH NATIONAL COMPETITION

On June 13th, SIFE Sweden held its National Competition in Stockholm and welcomed 150 participants, including 9 competing teams, 18 judges, and a large number of supporters.

The Opening Round was divided into two leagues, for the first time there would be an Open Round and a Final Round. From each of the leagues, two teams were advancing to the Final Round. The Opening Round took place at Adecco in the heart of Stockholm. But before the competition was officially opened everyone was invited for a delicious breakfast. It was an interesting morning. After lunch the Opening Round continued. For the Final Round all attendees gathered at the World Trade Center, where the Final Round teams were announced and the presentations were held.

It was not an easy decision for the 13 Final Round judges. The 6 women and 7 men had a long way to go, before finally making their decision. In the meantime students were waiting anxiously for the announcement. Hans Stråberg, CEO, Electrolux and Chairman of the Board of SIFE Sweden and Hans-Peter Lindqvist, CEO, Adecco finally entered the stage to announce who will have the honor of representing Sweden on an international scale. UMEA University triumphed as the National Champion team who will represent the country at the SIFE World Cup. The team from Gothenburg came in as First Runner-Up and will move on to compete at the European Symposium in September.

For more information please visit: www.sife.se



Hans Stråberg and Hans-Peter Lindqvist



The European Symposium team from Gothenburg



SIFE Umeå, the 2007 National Champion

SIFE ALUMNI STORY

This month Linda Buchmüller from Germany is in the focus of our SIFE Alumni story.

Even if Linda did not graduate yet, she already left her SIFE team in order to focus on her final thesis. Linda is one of the Alumni leading the SIFE Alumni movement in Germany. At the National Competition SIFE Germany Alumni had their own stand and people signing up for Alumni activities. They used the moment before people graduate to get them involved.



Linda Buchmüller

Linda is a former member of the SIFE team of the University of Applied Sciences Bochum which participated as a rookie team last year. Even being in their first year SIFE Bochum was selected as the team advancing to the European Symposium in Paris. Unfortunately the team did not make it to the Final Round; Russia was the team from their league advancing.

Still Linda says: *“it was a multicultural experience - we met people from all over Europe—and of course a lot of fun!”*

While preparing for the E.S Linda had the opportunity to do two internships at Henkel - a global SIFE Sponsor - In Düsseldorf she first worked in the Category Management for Cosmetics, which already was a great experience. After that she was placed in the brand management for a Skin care Brand.

Right now Linda is working part time in their Key Account management for consumer adhesives at Henkel.

Linda: *“In my case you can really say that SIFE influenced my personal development in different ways.”*

I feel that becoming a part of the Alumni movement in Germany I can give back to the organization and help other SIFE students and teams.

Are you also a SIFE Alumni? Or do you already have SIFE Alumni on your SIFE team? Please encourage them to contact Kaja Otto (kotto@sife.org), if they would like to share their SIFE experience!

Do you want to register as SIFE Alumni?

Please contact your Country Coordinator and register at http://www.sife.org/portal/new_user.asp?ID=Portal

THE WORLD IN YOUR HANDS!

Before leaving for your summer vacations make sure you visit the following websites so you can easily stay in touch with your SIFE friends and bigger your network on a global level!

Visit www.facebook.com and become a friend of SIFE. And don't forget to join our group sifeconnections - share information and stories, post comments and topics, and connect to SIFE students and alumni around the world. 600 SIFEers already joined since its creation in May! If you're not a member of facebook, you can sign up for free by visiting www.facebook.com.

The same applies to MySpace. Visit www.myspace.com/sifeconnections and connect. There also is a group; you can join at www.groups.myspace.com/sifeconnections. If you're not a member of MySpace, you can sign up for free by visiting www.myspace.com.

And also be sure to subscribe to the SIFE Channel on YouTube! Visit www.youtube.com/sifeconnections and click on subscribe to see SIFE videos. Make sure you check out all of our favorite videos - submitted by SIFE teams all over the world and click on the bulletin to see how you can share your team's videos through the SIFE Channel. If you're not a member of YouTube, sign up for free at www.youtube.com.

GLOBAL PHOTO CONTEST

Open to all SIFE teams

Help us tell the world how you're changing lives!

Teams are invited to enter photos of their projects along with a case study application demonstrating how the team achieved a meaningful difference in the lives of others, as well as their own. Ten finalists will be chosen - with each finalist team receiving a 500 USD cash award.

Entries will be accepted for projects completed within the current academic year and must be submitted by August 31, 2007.

To enter, please visit www.sife.org/sifephoto.



This photo contest is not in any way connected to the overall SIFE competition or any topic/special competition. By participating in this contest, teams grant SIFE WHO all rights and permission to use and reproduce their case study content and photographs. Complete rules and guidelines can be viewed at www.sife.org/home/photo_contest.asp