



Shanghai 2010 Award Ceremony International Business Project Competition “Entrepreneurship and the Sustainable City”

Shanghai, July 16th 2010

Over 1,000 candidates from Africa, Asia, Brazil, Europe, Russia, and the US took part in the international business project competition “Entrepreneurship and the Sustainable City”, organized by HEC Paris and Tsinghua School of Economics and Management in Spring 2010.

The Award Ceremony took place in Shanghai on July 15th at Shanghai Grand Theatre. It was hosted by Dean **Qian Yingyi** of Tsinghua School of Economics and Management, **Dean Bernard Ramanantsoa** of HEC Paris, and **Xu Bo**, Assistant to Commissioner General, World Expo 2010 Shanghai China, in presence of leading French architect **Jean-Marie Charpentier** who designed the Grand Theater of Shanghai, and more than 300 CEOs and General Managers of Chinese and foreign companies.

The international Jury selected 5 Company Awards – Golden Award Bank of China, Lafarge, Schneider Electric, Sodexo and Veolia Environnement – as well as 3 Special Distinctions from the Jury.

The winning teams are:

- **Golden Award – Bank of China** went to a team of young Chinese researchers from Cambridge University (Gao Feng, Liu Ying and Zhuang Lan) for their *Air Purifying Additive*, a new patent-protected chemical which, added to paint, breaks down the toxic gases and gives fresh air to the house.
The Award was presented by YU Botao, Director of Corporate Banking Department, Paris Branch, Bank of China.
- **Lafarge Award** went to 3 European students from HEC Paris (Marcus Mendelson, Andrei Timoshenko, and Mikaël Michiels) for *Green Spaces*, new low-cost, self-supporting modular homes, built with sustainable building materials, with an integrated system to produce energy and manage water and waste.
The Award was presented by Eric Olsen, Executive Vice President Organization & Human Resource of Lafarge.
- **Sodexo Award** went to 3 young Brazilian entrepreneurs from Fundação Getulio Vargas - EAESP (Beatriz Elza Signorelli, Lisa Fujisawa, and Maria Fernanda Gayoso Neves) for *DiCasa*, low-cost construction materials made from recycling plastics to serve the needs of popular housing.

The award was presented by Christophe Solas, CEO Sodexo Greater China in presence of Ligia Maura Costa, International Dean of FGV/EAESP.

- **Schneider Electric Award** went to a European team from UCD Michael Smurfit Graduate Business School (Kai Hermsen, Tineke Franssen, Karel Vanacker) for *SCTree*, a tree-like structure with solar panels at the crown, which can serve the electricity needs of slum inhabitants.
The Award has been presented by Noël Girard, Vice-president of Strategy and Business planning, Schneider Electric .
- **Veolia Environnement** went to a Japanese team from Keio University (Hiroyasu Hirano, Mizuhiko Fujie, and Hiroshi Asami) for their *Power Generating City*, power-generating floors, generating electricity when people walk, for example, in the subway.
The award was presented by Jorge Mora, CEO of Veolia Environnement Asia, in presence of two senior experts of Keio University: Eiji Hosoda and Sajahoko Kaji.

Jury's Special Distinctions were also awarded to three teams by Rémi Charachon, President and CEO of **Air Liquide** China: a team from Renmin University (Beijing) for their innovative concept of lithium battery package for electric bicycles; a team from Zhejiang University (Beijing) for their novel use of technology for a new filter tip for exhaust pipes and a team of architects from Ecole Polytechnique d'Architecture et d'Urbanisme (Algiers) for the preservation of the cultural heritage in the city of Timimoun in the Saharan African Desert.

Experts and company representatives underlined the innovative character and the diversity of projects submitted by the winners in the areas of housing, quality of air, waste and water management, cultural heritage, social services, transportation and energy.

Shanghai 2010 Award

More information on www.shanghai2010award.com

Founders and organizers of Shanghai 2010 Award:

School of Economics and Management, Tsinghua University

The School of Economics and Management of Tsinghua University (Tsinghua SEM) was established in 1984, with Professor Zhu Rongji as its founding dean who later became the fifth Premier of People's Republic of China in 1998. The mission of Tsinghua SEM is to become a world-class school of economics and management by contributing academic knowledge that fuels the revival of the Chinese economy and cultivating business leaders for China and the world. The school was awarded accreditations respectively by AACSB International (The Association to Advance Collegiate Schools of Business) in April, 2007 and the European Quality Improvement System (EQUIS) in February, 2008. This makes Tsinghua SEM the first business school in Chinese mainland double-accredited by both AACSB and EQUIS, two of the most prestigious international accreditations of management education.

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