

The Mark Challenge Announces Jury and Keynote Speakers

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The International University of Monaco (IUM) is pleased to announce the Jury and Keynote speakers for the 3rd edition of the Mark Challenge Annual International Business Plan Competition fostering innovation in the technology driven luxury and premium service sector.

The Keynote speakers are: Adriana Monk, founder & design director of monkDESIGN; Jelena Djokovic, Board Member of Novak Djokovic Foundation; Stefano Rocca, General Manager GISMONDI Jewellery 1754 and Nathalie Paldacci, Consultant at Luxury Attitude and Head of the Luxury Division & Program Director at Inseec Paris.

The Jury members are: Hadami Magtouf, Monaco Store Director at Louis Vuitton; Jelena Djokovic, National Director of the Novak Djokovic Foundation; Michel Bouquier, Senior Advisor at the Finance and Economy Department of Monaco Private Label; Axel Hoppenot, Group Director of Sales & Marketing at Société des Bains de Mer & President of Skal International Monaco; Nazanine Matin, Managing Director Europe for Total Impact Capital; Zsolt Lavotha, Ex-Chairman of Monaco Venture Capital & Private Equity Association, and finally JCI President, Thierry Chausse. Taking on the role of Jury President is Eric Althaus, Founder & President of Althaus Yachting.

At the Columbus Hotel on April 6th The Jury will be judging presentations from 7 teams, hailing from 6 universities proudly representing 12 different nationalities. Along with the guidance of successful industry consultants and entrepreneurs to launch their business, the winners of the competition will be given the opportunity to present their business idea at the 2016 Monaco Symposium on Luxury which is taking place on April 7th & 8th.

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