

March 18, 2010

**The French Embassy, USJ, ESA and SGBL
welcome Carlos Ghosn to discuss
'Management in Times of Crisis'**

Beirut, March 15, 2010 - Saint Joseph University (USJ), l'Ecole Supérieure des Affaires (ESA) in partnership with the French Embassy in Lebanon, came together to host a conference themed 'Management in times of crisis', featuring Carlos Ghosn, the President and CEO of the Renault and Nissan alliance, The conference, which was held with the support of Société Générale de Banque au Liban (SGBL) in USJ Campus of Human Sciences, is part of the 'La France Au Liban' exhibition, taking place in Biel from March 17 to 21, 2010.

In his opening speech, Pr René Chamussy, Rector of USJ, said that this event is exemplary for several reasons, "first and foremost because it is the result of the cooperation between two French institutions of higher education in Lebanon; But also because it is held under the auspices of the French Embassy in Lebanon on the eve of a large scale event aiming at featuring French industries in Lebanon. Also, because it is intended primarily for students and for all those who wish to learn about how it is possible to build and develop the many companies that form the backbone of a country. Finally, because it hosts someone we are all proud of welcoming here in his country, Lebanon".

Pr Chamussy stressed that it was unnecessary to mention once again the professional accomplishments of Ghosn, but stated that, "there are very few individuals that can assume the management of two automobile firms, employing nearly 350,000 people and managing a portfolio of nearly 135 billion USD. There are few who have managed to remain strong within a persisting crisis."

Carlos Ghosn kicked off the conference, by sharing with the audience two real-life examples he has experienced; the first of which was the internal crisis which Nissan faced in 1999. It was under Ghosn's management and leadership, serving as CEO of Nissan at the time, that the company resurfaced and became one of the market leaders in the automobile industry.

Ghosn then went on to explore the global crisis which began in 2008, following the bankruptcy of Lehman Brothers, which then extended to all economic sectors thus becoming the worst crisis in the history of the automotive industry.

Ghosn was also keen to share the necessary skills that he believes every manager should have and exercise in times of crisis, demonstrating that it was during difficult times that the management fully realizes its potential.

The audience, which was comprised of economic and political leaders, diplomatic corps, business leaders, students from USJ and ESA, as well as the press, were then given the chance to ask a series of questions and talk with Ghosn, benefiting from his advice and personal experience in terms of management and the economy.