

## **Inauguration of the teaching and research Chair for Operational Efficiency and Management Systems**

(Paris, November 8, 2012) - BNP Paribas and the Ecole Centrale Paris signed an agreement in May 2012 creating the company Chair for "Operational Efficiency and Management Systems", under the patronage of Georges Chodron de Courcel, Deputy Managing Director of BNP Paribas and Hervé Biauxser, Director of the Ecole Centrale Paris.

Improving efficiency has become a major focus over the last ten years, both for industry and services. It has however often been limited to the strict use of tools such as Lean or Six Sigma.

This new Chair therefore aims to examine new procedures for operational efficiency, incorporating methodology, management systems and its cultural and managerial aspects.

The "Operational Efficiency and Management Systems Chair" will rely on:

- The operational and managerial teams of the BNP Paribas Investment Solutions Centre who will work actively on the necessary measures for efficiency and simplification in the development of the bank's performances;

- The academic and operational expertise of the Industrial Engineering Laboratory at Centrale Paris. These skills are both highly respected in the field of company sciences.

The implantation of this Chair will create a new research project. It will be led by a team of internationally recognized academics and will undertake an ambitious program of applied research.

The Chair will also involve teaching and student projects related to operational efficiency and will organize a wide range of events (symposia, seminars, publications) aimed at experts, professionals and scientists.

"Operational efficiency", says Jean-Claude Bocquet, Director of the Industrial Engineering Research Laboratory at the Ecole Centrale Paris, "has focused a lot on the reduction of costs, time limits, etc. and it is essential to concentrate now on the creation of economic, societal and environmental values...".

For Jacques d'Estais, Manager of the BNP Paribas Investment Solutions Centre and sponsor of the IS program for operational efficiency, "operational efficiency in our business and its attachment to our managerial culture is a major concern for improving our competitiveness. Using the wealth of high quality academic research available, this partnership with the École Centrale Paris constitutes a very innovative approach for developing, with students and researchers, the new operational and behavioral solutions which will become the real tools for our future performance".

This Chair will have an operating budget of 1,5 M€ for an initial period of 5 years.

### **Inauguration of the Operational Efficiency & Management Systems Chair**

**Monday, November 12, 2012 at 6:00 p.m.**

**BNP Paribas, Orangerie, 3 rue d'Antin, 75002 Paris**

Private event, open to journalists

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