

ORDINARY AND EXTRAORDINARY GENERAL MEETING

A YEAR OF GROWTH AND CONSOLIDATION

ESADE CREAPOLIS HOSTED ESADE ALUMNI'S ORDINARY AND EXTRAORDINARY GENERAL MEETING, AT WHICH THE ANNUAL REPORT, THE ASSOCIATION'S ACCOUNTS AND THE BOARD'S MANAGEMENT DURING 2008-2009 WERE APPROVED BY ABSOLUTE MAJORITIES. THE INCOME AND EXPENDITURE BUDGETS FOR 2009-2010 WERE ALSO PASSED.

Described as a time of "growth and consolidation", in the academic year 2008-09 657 events were organised which is an increase of 44%, while the number of people attending those events was also up to 31,000. However, the biggest growth came in international activity which saw an 80% rise in events.

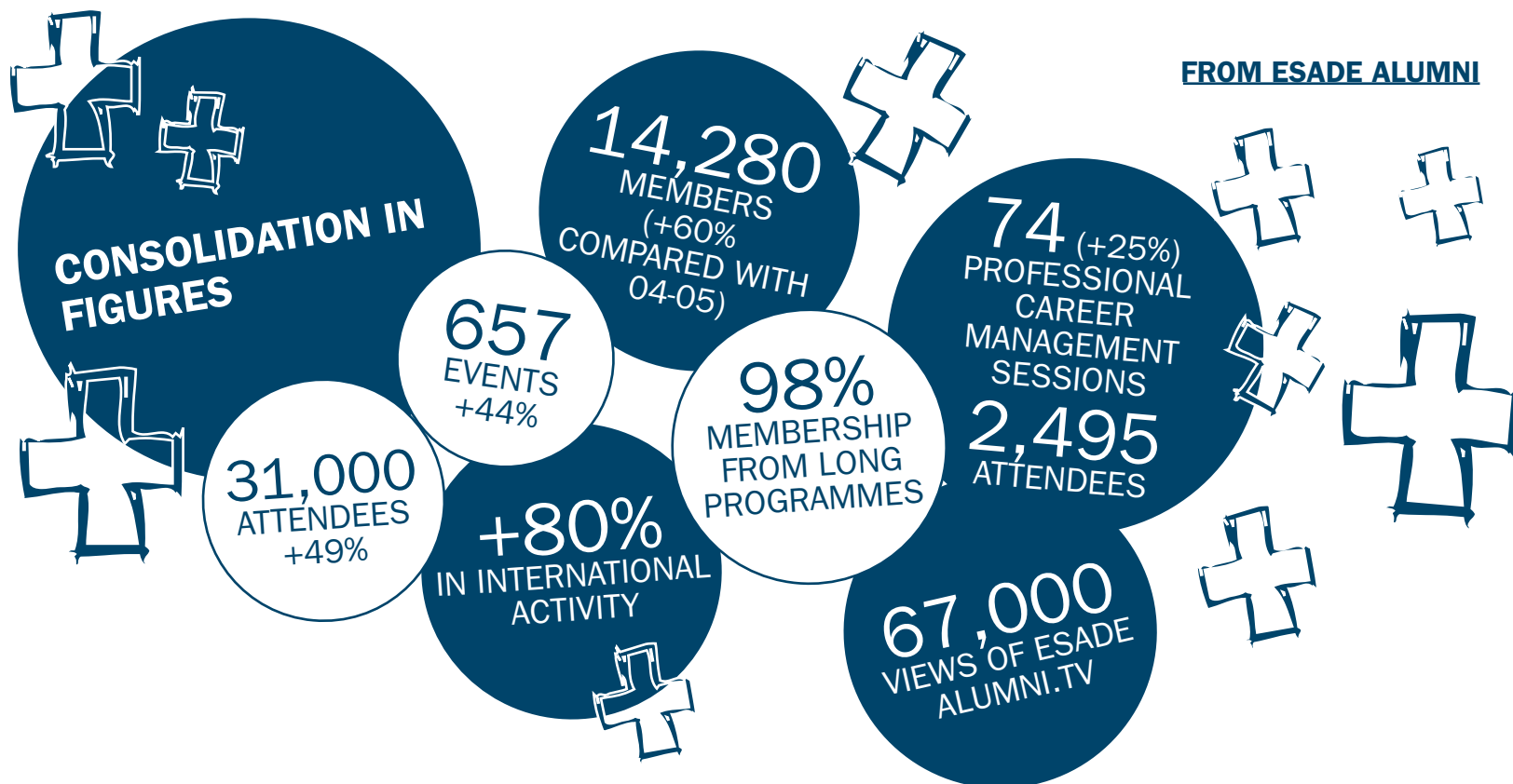
Commenting on these figures, ESADE Alumni president **Germán Castejón (Lic&MBA 81)** noted that "we have created a network which helps our members to

keep up-to-date" through the Refresher Programmes, the ESADE Matins and Desayunos and a range of other forums. There have also been new initiatives, such as the highly successful first ESADE Alumni-RBA Business Fiction Award competition which attracted 54 entries, three of which have been published.

A LIVING NETWORK

As Germán Castejón pointed out, "one of the key factors about ESADE Alumni is that we are a network which focuses on the professional interests of our members". He went on to highlight the major growth in membership of the Functional and Sector-specific Clubs, up by 114% over





the previous year and coming to 10,905 members in the 21 clubs, which between them ran 107 events in 2008-2009. ESADE Alumni is also a worldwide network with its 32 International Chapters and growth in their membership and the number of events they run. In total international membership rose by 30%, while two new chapters were set up in Canada and Singapore. The ten Regional Clubs ran academic refresher activities and meetings in cities around Spain, thus nurturing local networking. Average attendance at these events was also up over the year. ESADE Alumni has also consolidated its position as a network which helps its members to manage their professional careers. In spite of the fall in job offers due to the current economic climate, 74 sessions were held last year attended by 2,492 people, with particular emphasis being given to sessions about professional change when over 40. Special mention was made of one of the biggest events of the last year, the XIV Annual ESADE Alumni Conference, which received significant

media coverage with 2,000 attendees at the Barcelona Conference Centre and 600 at the Mutua Madrileña Auditorium in Madrid. There were also the ESADE Alumni Lleida Club and Community of Valencia Club annual meetings as well as class reunions and sports, recreational and cultural activities. Other projects to be highlighted included the Alumni Giving Back initiative, which has a new strategic plan to expand its scope and has helped 33 third sector organisations in Madrid, Barcelona and Lleida. "All of this shows that the growth of ESADE Alumni and the improvement in its services and activities helps to increase ESADE's public visibility and prestige," said Germán Castejón. He also thanked the ESADE Alumni team and the more than 750 alumni who cooperate with the association for all the work they have done.

OBJECTIVE: MORE MEMBERS

In spite of the problems of the current economic situation, in the last academic year ESADE Alumni had a surplus of €13,000 and the associ-

ation continues to seek to rein in expenses at all levels. "However, we're also hoping to achieve greater revenue from membership fees and we're looking at 13% growth," commented Germán Castejón. "We are also committed to Alumni Giving Back, communication and investing in the management and structure of ESADE Alumni."

CHANGES ON THE BOARD

After the unanimous passing of the annual report for the last academic year and the budgets, Germán Castejón welcomed the new members of the ESADE Alumni Board: **Fco. Javier Castro (MBA 02)**, **Olaya García Lancha (MBA 01)** and **Merche Grau (Lic&MBA 89)**. He also thanked the outgoing members for their work and contributions: **Carles Torrecilla (Lic&MBA 96)**, **Cecilia Nan Yeh Chang Hsian (Lic&MBA 88)** and **Juan Ramírez (Lic&MBA 77)**. €