

## HEC Paris takes part in 29th edition of the “Rallye des Gazelles”

---



HEC Paris is taking part in the Aïcha des Gazelles Rally in Morocco for the fifth consecutive year. King Mohammed VI and UNESCO will be the patrons of this event. This 29th edition will be held from March 29 to March 31 2019, departing from Nice (France) and arriving in Essaouira (Morocco).

For this new edition, we have the support of the Volkswagen Group France, which has been a member of the HEC Foundation since June 2018. This partnership is based on a shared commitment to diversity and to pursuing and encouraging gender parity in the world of business.

Elvire Boinet-Bondo (HEC Alumni, EMBA 2006) and Tania Moumiloff (Program Manager at HEC Paris) will represent the HEC Paris community team.

Throughout this extraordinary experience, these women will embody the values of the School - surpassing yourself, solidarity commitment, loyalty and mutual aid. By supporting this

sporting competition, we are actively encouraging more women to be bold, courageous and to "learn to dare".

The Aïcha des Gazelles Rally in Morocco is the only 100% female off-piste Rally-Raid in the world, and has been since 1990. Each year it brings together women aged 18 to 71, from different nationalities to cross the Moroccan desert.

The bonds between the Maghreb countries and HEC Paris have always been very strong. Morocco has the largest community of the school in Africa, chaired by Jaafar Mrhardy. It is also the African country where the most prestigious academic partnerships have been signed. *"We envision a world in which men and women are equal in terms of representation, impact and influence, and we promote a community that encourages diversity. Our goal is to continue to promote this diversity on campus but also in the world of business and organizations by training the next generation of leaders, men and women, and by challenging preconceived ideas of gender roles"* says Inge Kerkloh-Devif, Executive Director of Global Business Development at HEC Paris Executive Education.

As Elvire Boinet-Bondo, a 2006 EMBA graduate, underlines: *"Taking part in the rallye des gazelles is a way for me to actively support the HEC Alumni community on a volunteer basis. Beyond the challenge of the rally itself, it gives me the opportunity to support two charities - the Foch Hospital Foundation and 'Coeur des Gazelles'."*

*"I have just celebrated my 50th birthday and wanted to take on a new challenge. This competition is the best way to test my limits and it's all for a good cause. Women must stop setting limits, we are capable of anything we want and it is time we stop doubting ourselves!"* says Tania Moumiloff, one of our two drivers.

As part of the partnership with the Rallye des Gazelles, HEC Paris Executive Education is offering an exclusive Masterclass, based on our Women in Leadership program, for Rally participants, which provides women with the tools to enhance their leadership skills.

## About HEC Paris

Specializing in management education and research, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters programs, Summer School, MBA, PhD, Executive MBA, TRIUM Global Executive MBA, open-enrolment and custom executive education programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris boasts a faculty of 110 research professors, 4,500 students and over 8,000 managers and executives in training each year, and has an Alumni network of more than 60 000 HEC Alumni worldwide.

## Press Contacts

- HEC Paris - Julie Dobiecki - [dobiecki@hec.fr](mailto:dobiecki@hec.fr)
- 35°Nord - Joanne Stacy Eyang - [jse@35nord.com](mailto:jse@35nord.com)