

# Ecole de Commerce Européenne

BORDEAUX • LYON

Student Guide 2009



ÉCOLE SUPÉRIEURE DE COMMERCE APRÈS BAC - DIPLÔME VISÉ PAR L'ÉTAT

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## Welcome to the ECE

Dear student,

We are very happy to provide you with information about the ECE in this student guide

The ECE (Ecole de Commerce Européenne) is the postsecondary (undergraduate) program of the Inseec Group.

This 4-year diploma is fully accredited by the French Ministry of Education.

Our mission, since the school's creation in 1988, has been to make our students operational in the field of international business.

Our vocation is based on very simple principles:

- A high level of academic excellence
- Proficiency in foreign languages and a broad knowledge of foreign cultures
- Extensive internships in international business
- Development of a professional project

Our program of studies has been redesigned over the years to reflect the changes in the business environment. More recently, we have harmonized it with the ECTS (European Credit Transfer System) standards.

This initiative reflects not only our determination to comply with European regulations, but also to affirm our school's high-level international profile.

The guide will also allow you to clearly indicate to your next school, or employer, your full range of skills and areas of expertise.

We hope the guide will help make your stay with us enjoyable and profitable.

Bon séjour!

Stephan Galy  
Director ECE Lyon



## Presentation of the ECTS system

The European Community encourages cooperation between educational establishments with the goals of improving the quality of education and benefiting both students and higher education establishments. The mobility of students is considered as an essential element of this cooperation.

The ECTS (European Credit Transfer System) is founded on three basic elements:

- Information on study programmes and student results
- Mutual agreement ( between the partner establishments and the student)
- The use of ECTS credits

These three elements are rendered operational by 3 key elements: an information file, a study contract and a grade sheet.

The essential aspect of ECTS is that it is implemented by the students, the teachers and the establishments themselves – it is a requirement that studies abroad are recognised as an integral part of the study programme.

ECTS determines neither the content, nor the structure, nor the equivalence of study programmes. It is for the educational establishments themselves to settle the quality questions at the moment of establishing, via bilateral or multilateral agreements, the bases of cooperation.

The ECTS methodology gives interested parties the necessary tools to establish transparency/clarity and to facilitate academic recognition.

Total academic recognition is the key to the success of exchange programmes such as ERASMUS and SOCRATES. Total academic recognition implies that the study period abroad (including exams and other forms of evaluation) effectively replaces a comparable study period (including exams and other forms of evaluation) in the “home” school in spite of eventual programme content differences.

ECTS is built on the good will and mutual confidence, from an academic point of view, between the partner establishments. Each establishment chooses its own partners.

ECTS assures transparency/clarity via the following tools:

- **ECTS credits.** These represent, in the form of a numerical value allocated to every course unit, the work volume that the student should complete and furnish for each of these units.
- **The Information File.** This provides the information used by students and personnel of the establishments, the departments, the organisation, study structure as well as the course units.
- **The Grade Sheet.** This presents in a clear, complete and understandable manner, for each of the parties, the student’s academic results. It must be easily transferable from one establishment to another.
- **Learning Agreement.** This sets out the study programme that the student must follow, as well as the ECTS credits that will be granted after having satisfied the requisite conditions (exam, other evaluation, etc.). This contract binds the home and host establishments as well as the student.

Good communication and flexibility are necessary to facilitate the academic recognition of studies undertaken or finished abroad. The ECTS coordinators have, in this regard, a determinant role to play as it is their responsibility, essentially, to deal with the academic and administrative aspects of ECTS.

In principle, it is advisable to make all ECTS faculty/department course units available to students undertaking study abroad, including those which relate to a doctorate. Students must attend regular courses - and not just those which are devised expressly for them – and must have the possibility to satisfy the demands of the host establishment in the material necessary to obtain a diploma or degree.

ECTS also allows the student to continue studies abroad. The student may not wish to return to his/her “home” institution once the study period abroad is over and, via the ECTS system, continue to study in the host institution - to obtain a diploma or to opt for a stay in another, third, institution. Such decisions cannot however be always taken by the home/host institutions themselves, the decision being one for the institution which fixes the conditions that the student must fulfil to obtain a diploma or transfer enrolment. For reviewing the student’s academic results, the grade sheet becomes a particularly useful tool for institutions confronted with such decisions.

## PRESENTATION OF THE SCHOOL

ECE is a four-year postsecondary business school belonging to the INSEEC Group.

For the last 30 years, the INSEEC Group has trained over 12000 students. It is composed of 8 schools in France with approximately 7000 students, in three cities (Paris, Bordeaux, and Lyon).

Courses are taught by some 500 teachers and business professionals.

The INSEEC/ECE Group boasts rich and varied international programs and activities with exchange agreements signed with over 120 foreign universities and business schools.

Founded in 1988 in Bordeaux and in 1990 in Lyon, the two schools welcome over 1400 students to their respective campuses.

In the context of strong international development, the ECE schools offer high-level courses in business and management, and extensive company internships along with academic semesters throughout the world.

Our degree course allows students to obtain a state-recognized diploma ("Bac +4"),

It is also accredited by the European Union through the Erasmus/Socrates programs.

## ACADEMIC CALENDARS 2009-2010

Will be available at the end of April on the website  
[www.ece-france.com](http://www.ece-france.com)

## COORDINATORS & CONTACTS

### Erasmus Coordinators :

***Ms Marielle FOURNAND  
M Florian CHAPUIS***

***Ms Laetitia BARTOLI  
Ms Stéphanie GAUTIER***

ECE Lyon  
21 rue Alsace-Lorraine  
F- 69001 Lyon  
Ph : +33 (0)4 78 29 80 28/  
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[sgautier@groupeinseec.com](mailto:sgautier@groupeinseec.com)  
[ece-france.com](http://ece-france.com)

## ENROLMENT PROCEDURE AT ECE LYON

For the fall semester start, enrollment packs must be returned by 15th May.

For the spring semester start, enrollment packs must be returned by 31st October.

For full-year studies, enrollment forms must be returned by 15th May.

Enrollment forms can be requested, from the coordinators above or downloaded from the website [www.ece-france.com](http://www.ece-france.com)



## THE REGION

Lyon belongs to the Rhône-Alp region. Centered in the natural river valley of the Saone and Rhone, the Rhône-Alpes region stretches across a vast territory 200 km long from north to south and nearly 180 km from east to west. With the Alps to the east and the Massif Central to the west, the region is noted for the diversity of its landscapes: plains, plateaus, medium and high altitude mountains.

The Rhône-Alpes region has a population of approximately 5 million people (9.5% of the French population). It is one of France's most industrialized regions and is home to some 50 world leaders in various economic sectors. Lyon is the driving force behind a dense and balanced network of average-sized towns (Grenoble, Chambéry, Saint-Etienne, Annecy...) which are developing close ties to enable the entire Rhône-Alpes region to position itself among Europe's most influential regions.

## THE CITY: LYON

Lyon is the capital of the Rhône-Alpes region and the third largest town in France. It is located in the south of France and near a large range of vacation spots.

Its geographical position between Northern and Southern Europe, strengthened by its significant infrastructure and communication facilities, make it the second most important economic region of France.



It counts renowned and dynamic industries, such as health, human and veterinary medicine, motor vehicles, nuclear and new energy technologies, services, tourism and leisure equipment, micro and nanotechnologies.

Half way between the sea and the mountains, the city is characterized by duality. The two hills overlooking the city: - Fourviere and Croix-Rousses- and the two rivers, the Rhone and Saone.

Lyon is divided into 9 districts called "arrondissements".



The climate in the Lyon region is temperate and sunny. The average annual temperature is 11.3°C (52.3°F), with average annual sunshine of 2006 hours.

Both a European metropolis and capital of the Rhône-Alpes region, Lyon covers 4787 hectares (11,830 acres). It is France's second largest metropolitan area with 1.2 million inhabitants on 55,000 hectares (135,900 acres). It attracts large numbers of visitors every year for both pleasure and business tourism. With its ideal location between North and South Europe, the Lyon region has always been a major crossroads and relay point for exchange of all kinds. This position is confirmed still today in many sectors.



The tourism office is located: Place Bellecour, 69002 Lyon: 04.72.77.69.69.

## ENVIRONMENT

The City of Lyon is graced with three large city parks: Tête d'Or Park, with 105 hectares (262 acres) designed in the English garden style, includes a lake of 16 hectares (40 acres) created from a tributary of the Rhone, as well as a zoo and botanical garden. The entrance is free. Park des Hauteurs stretches across the west hill of the city and the Confluence Park in Gerland, the newest park which will include redevelopment of the Rhone riverbanks. Neighborhood gardens and squares are integrated in every district to enhance smaller spaces and contribute the quality of life in the area.





## FORMALITIES FOR STUDYING IN FRANCE

### BEFORE YOUR DEPARTURE

- For EEC nationals, make sure that you carry valid ID card/papers with you at all times during your stay.
- A valid passport must be carried at all times by non-EEC nationals wishing to reenter France
- Non-EEC student visas, long-stay visas, Type "D" "student" visas ("Étudiant") can be obtained from the French Consulate or Embassy in your country.
- Valid social security papers (or proof) must be carried at all times.

You can find information in the website [www.edufrance.fr](http://www.edufrance.fr)

### WHEN YOU ARRIVE

A residence permit is obligatory for all non-EEC national students staying more than 3 months in France.

To obtain a student residence permit, the following documents must be provided:

- 4 ID photos
- a photocopy of passport and long-stay visa
- copy of birth certificate
- certificate of schooling
- proof of home address
- proof of personal financial resources
- 60 Euros
- a stamped envelope

The student residence card procedure is undertaken at the Rhone prefecture:

[14 bis Quai Général Sarrail – 69006 Lyon  
www.rhone.pref.gouv.fr/dr/etrangers/gede/reeve.html](http://www.rhone.pref.gouv.fr/dr/etrangers/gede/reeve.html)



## ARRIVAL IN LYON

ECE Lyon is located in the downtown area near the historic silk-mills manufacturing district called "Croix Rousse".

The school premises are in an historic building and comprise over 2500 square meters.

### ARRIVAL BY TRAIN

There are 2 stations in Lyon: Part Dieu station and Perrache station.

Most of trains arrive at the Part-Dieu station.

Here is the web site address for the Lyon urban public transportation:

<http://www.tcl.fr>

To get to the school take the **subway line B** from the railway station, direction **Charpennes**. Get off at the last stop/terminal, **Charpennes** and there take **line A**, direction Perrache. Get off at the stop **Hotel de Ville Louis Pradel**.

You will have to walk about 500 meters to get to the school from Place de l'Opera – Grande rue des Feuillants and then rue Alsace Lorraine.

### ARRIVAL BY PLANE

From the airport you can either take a taxi (**expensive**) directly to the school or the shuttle ("navette") service that will take you into the city center.

We advise you to get off at Perrache station: it will cost you 8,40€. Then, take the **underground A** and get off at **Hotel de Ville Louis Pradel**.

### ARRIVAL BY CAR

Take out an internationally valid car insurance policy. From the ring road ("Rocade"), take the exit marked "Centre Ville", then follow "**Terreaux**".



## COST OF LIVING

### MONTHLY STUDENT BUDGET ESTIMATE IN LYON

- Rent: between 450–650 euros (studio/one room) downtown Lyon, depending on the rental contract add water, electricity gas costs...
- Food: between 200–250 euros (the cost of a university restaurant ticket is app. 2.50 Euros/meal)
- Public Transport: student monthly ticket, around 25 euros
- Other living costs: maintenance, clothes, outings, books and school materials/stationery around 100 euros/month.

In the first month you should consider the costs of taking out personal liability insurance, moving (guarantee for an apartment...), etc.

Your student card, which will allow for transport and entertainment price reductions, will be issued upon your arrival at ECE.



## ACCOMMODATION

There is no housing service at ECE, but we will be happy to help you with your search. You must contact

*Marielle FOURNAND*

*Laetitia BARTOLI*

in **early May** if you are attending the fall semester and in **November at the latest** for the semester starting in January.

Please contact the ECE LYON International Department early in May if you want ECE to book an apartment for you.

Tel.: 04 78 29 80 28

[mfournand@groupeinseec.com](mailto:mfournand@groupeinseec.com)  
[fchapis@groupeinseec.com](mailto:fchapis@groupeinseec.com)  
[lbartoli@groupeinseec.com](mailto:lbartoli@groupeinseec.com)

You can also find accommodation by contacting private apartment owners.

We recommend the following districts:

The Terreaux, Cordeliers, Croix Rouse (1<sup>st</sup>, 2<sup>nd</sup>, 4<sup>th</sup> districts)

Underground stops:

Hôtel de Ville, Cordeliers, Bellecour, Ampère, Croix Paquet Place and Hénon  
6<sup>th</sup> district (underground stops: Foch and Masséna)

7<sup>th</sup> district (underground stop: Saxe Gambetta)

For further information, the cost of:

- A studio from 18 to 25 meter square will be 450 to 650 €
- A F1 from 25 to 30 meter square will be 550 to 750 €
- A F2 from 45 to 50 meter square will be 600 to 800 €

There are also student residences which can offer very comfortable flats for variable periods.

The International Department generally books a flat (for 1 or 2 persons) in a private student residence for visiting students.

For example the price for a flat to be shared by 2 students will cost 600 -650 €.

A studio for 1 student will cost between 450 € and 600 €

The flats all have a kitchenette, bedroom and independent bathroom.

They are both furnished and equipped; provide complementary services, such as a reception area, TV room, study room, laundry room.

You will also receive information about accommodation on the following web site:

[www.lyoncampus.org](http://www.lyoncampus.org)

For the choice of your student residence, please contact us, since we have privileged contacts with some of them.

Using « ads » and « wanted pages »:  
This is the usual way students find their accommodation!

<http://www.paruvenu.fr>  
<http://www.explorimmo.com>  
<http://www.seloger.com>

You can find useful information concerning your accommodation, things you should know before renting, your rights, on the following web site:

<http://etudiants.locataires.free.fr/html/foreigners.html>



## SOCIAL SECURITY AND HEALTH INSURANCE

You should have your European health insurance card.

You can also take out a complimentary private health insurance policy in France. Contact the ECE School Office for further information.

For non-EEC resident students, registration in the Student Social Security Regime is compulsory. Your registration can be made through the school. The cost is approx. 200 Euros and lasts throughout your stay in France.

For further information: [www.ameli.fr](http://www.ameli.fr)



## In case of emergency

EMERGENCY SERVICES (24 hours a day)

> **The fire brigade – les pompiers : allo! Le 18 – Europe : 112**

Firefighters in France are qualified to give first aid in an emergency. The fire brigade is an extremely efficient public service reserved for really serious emergencies. The number 18 will connect you to the nearest fire station to your house. In certain cases of personal negligence, the fire service may charge a fee.

> **Emergency medical help – allo! Le 15**

In France, 15 is permanent, free number to call in the case of medical emergency. The SAMU (Service d'Aide Médicale Urgente) is usually located in one hospital in each area. A doctor will meet all requests for urgent medical help, with advice, a doctor's visit, by sending an ambulance, or organizing whatever other assistance the situation requires. The SMUR (Service Mobile d'Urgence et de Réanimation) are qualified to give first aid.

> **The police – allo! Le 17**

You can call 17 at any time – the telephone number for the police – where a direct connection with the emergency services will rapidly transfer your call

> **police station: 04 78 78 40 40**

> **Town Police - PC Radio: 04 72 10 39 00**

### TECHNICAL SERVICES

> **GDF** (gas problems):

**0 810 60 20 20**

> **EDF** (electricity problems) :

**0 810 333 069**

> **Water :**

in case of emergency, outside of the opening hours

-VEOLIA Eau : **0810 000 777** (24h/24, 7J/7)  
[www.veoliaeau.fr](http://www.veoliaeau.fr)

-SDEI : **0810 814 814**

The school can provide you a list of doctors and dentists...



## Transports

The urban transport network consists of more than 120 bus lines, 111 school lines, four metro lines, two funiculars, minibuses converted to carry people with reduced mobility, and three tramway lines. As a student, per month you will pay around 30 euros.

Where to buy tickets:

- In the vending machine in every tram/metro station.
- At sales points (tobacconists...)
- At TCL agencies



## Opening a bank account

In France, there are two kinds of accounts:

- current account: for everyday use to pay for things or get cash. You can obtain a credit card or check.

-savings account

If you want to open a current account named "compte chèques" you need:

- your ID or passport
- your visa or resident's permit if you stay more than six months in France
- proof that you are renting housing
- a student card



## Call Mum and friends back home

In the tobacconist's you can buy phone cards to call home. To buy a mobile phone, you will need a French bank account, a student card and passport, or other documents depending on the phone company.

## Restaurants

In France, there are different kinds of supermarket. If you have a limited budget, you should go to Leader Price (low prices). If you don't have budget restrictions, you can go to Carrefour where you will find better quality (you can find Carrefour in the big mall, "Part Dieu"). In every street you will find a "Petit Casino" for when your fridge is empty and you need some food fast (prices are really expensive).



## Dining out

### LESS THAN 17€

- Appelez moi rose  
**04 78 28 41 98**
- Salmon shop  
54 rue Mercière, 69002  
**04 78 42 97 92**
- Resto Pirate Lyon  
11 rue du bœuf, 69005  
**04 78 37 82 94**
- Flam's  
12 rue Tupin, 69002  
**04 78 37 51 61**

### 17 TO 25€

- Gargantua 10,  
rue Longue, 69001  
**04 78 28 38 53**
- Le petit Bouffon  
73, rue de Sèze 69006  
**06 78 24 00 16**
- Le bon Bourgeois  
5, rue des Marronniers, 69002  
**04 72 40 01 22**
- L'escale des saveurs  
3, rue L. Vittet, 69001  
**04 72 07 82 61**

### 25 TO 35€

- La Machonnerie  
36 rue Tramassac, 69005  
**04 78 42 24 62**

- Le potager des Halles  
3 rue de la martiniere, 69001  
**04 72 00 24 84**

- Le bœuf d'argent  
29 rue du Bœuf, 69005  
**04 72 41 04 86**

Over 35€ :

- Le Splendid  
3 place J.Ferry, 69006  
**04 37 24 85 85**

- Cuisine et Dépendance  
46 rue Ferrandière, 69002  
**04 78 37 44 84**

- Le gourmet de Seze  
129 rue de Seze 69006  
**0478242342**

- Les Adrets  
30 rue du Bœuf, 69005  
**04 78 38 24 30**



## NIGHTLIFE

- Soda  
7 rue de la Martinière 69001
- Pep's  
118 montée de la grande côte  
69001
- Le palais de la biere  
1 rue Terme 69001
- Barberousse  
18 rue Terraille 69001
- Ayers Rock  
2-4 rue Désirée
- Café sevilla  
7 rue Ste Catherine 69001
- Le République
- le Sirius  
face au 21 quai Augagneur 69003

- Gato Negro  
15 rue Montesquieu 69007

## NIGHTCLUB

- La Voile  
12 quais Mal Joffre 69002
- Q-boat  
Face au 17 quai Augagneur 69003
- Le Fridge  
67 rue des Rancy 69003
- La Chapelle  
60 Montée de Choulans 69005



## EVENTS IN LYON

### MARCH-APRIL

- Circus Biennal
- International Puppet Festival

### MAY

- Nuits Sonores Festival (Electronic music)

### JUNE-JULY

- Fête de la Musique (June 21, national event in France. A day dedicated to music. Music is everywhere in the streets, bars or restaurants. Everybody is in the street.)
- Nuits de Fourvière (The Fourvière Nights and the Jazz in Vienne festival compete with talent, with a programme of a rare quality, to enchant the nights of lovers of theatre, music, jazz and spectacles in general. Rendezvous in June and July, on the banks of the Rhône. )
- Y Salsa Festival (on the Ile Barbe, in June)

## JUNE-SEPTEMBER

- Tout le monde dehors – Everyone Outside (free outside summer fêtes)
- International Dance Biennial (One of the powerful moments of the Dance Biennial in Lyon, is the parade of the Dance Companies that assembles four thousand five hundred participants in the streets of the city. Just like the schools of samba, in Rio. In September, in Lyon, and during three weeks, the whole city dances!)

## OCTOBER

Tennis Grand Prix of Lyon

## NOVEMBER-DECEMBER

- Beaujolais Nouveau (3rd Thursday in November)
- December 8. - Fete des Lumières (Each year more creative, the Light Festival which will take place in Lyon from 5 till 8 December, invites four million spectators to dreams and enchantment, with more than seventy light spectacles all over the city. Totally new, the Abyssal wandering over one kilometer along the Banks of the Rhône; open your eyes wide! )
- Christmas Market



## **SPORT IN LYON**

Sports activities have continually increased in popularity in Lyon. Already more than 80,000 residents are members of local clubs,

in addition to the participants in school and university sports. Lyon offers them impressive facilities: some fifty sports fields and forty gymnasiums provide 550 clubs and associations with optimal training amenities. You can also practice collective sport at ECE like football, volleyball or basketball.



## **ECE SERVICES**

There is free access for students to the computer room (with internet).

A personal code is given to each student, as well as an email address.

Students can also access the school's intranet which offers educational resources. Students can also store their personal data on the intranet.

A computer science teacher will teach students how to use the material.

If you need to search for an internship, the Internship Office can help you:

### ECE Lyon

Sophie FORTUNA

+33 (0)4 78 29 80 28

[sfortuna@groupeinseec.com](mailto:sfortuna@groupeinseec.com)

## **OTHER PRACTICAL INFORMATION**

The ECE does not have its own restaurant. The school offers a cafeteria where you can bring your own food.

It's also well located and there are many places to eat around the school for an affordable price.

The ECE Student Office organizes a variety of activities for students.

## GENERAL DESCRIPTION: OBJECTIVES AND CURRICULUM

The ECE's objective is to train young executive, who are, in an international context, immediately operational upon integration into a company.

Teaching at ECE is in line with the demands of French, European and international companies:

Intercultural and linguistic knowledge and skills

A high level of general culture

A professional and academic experience in France and abroad

In order to respond to these demands, the ECE has developed an academic program based on 4 axes:

A progressive curriculum organised by discipline. The objective of specific training and educational progression, over 4 years, is organised into two cycles:

### "Fundamentals":

Semesters 1 – 4: to acquire grounding in technical areas (marketing, management, law, international business) in addition to methodological and intercultural training with a strong international emphasis.

### Concentrations:

Semesters 5 – 8: to broaden knowledge, in either marketing or finance the choice of a major.

A transversal approach: the ECE curriculum develops a global approach to business, the company and its functions via role plays, case studies, and group work. ECE favors analytical skills and encourages team work.

Professional and international experience: with the aim of building an international CV and acquiring proficiency in foreign languages and cultures (company experience, academic exchanges, courses in 2 – 3 foreign languages, in-depth training in the liberal arts and corporate culture)

Training and counseling: a personalized follow-up of the students' professional track.

This helps students design both their personal and professional projects. After considering personal results and professional goals, students are encouraged to regularly examine their objectives.

## ORGANIZATION OF CURRICULUM

The curriculum is organised by department:

### **Department 1: Culture and Environment**

Basic knowledge and grounding global.

Socio-economic phenomena.

Analysis of economic, historical, sociological data.

### **Department 2: Methodology and Expression**

Use of tools which are necessary to organise and run surveys and market.

### **Department 3: Foreign Language & Culture**

Operational knowledge in languages in a business context.

### **Department 4: Management, Finance & Law**

French and international standards used in accounting, finance, legal systems and company technique

### **Department 5: Marketing and International Business**

Tools and techniques necessary for an effective business strategy in international markets.

### **Department 6: General Management Policy**

The company and its functions; understand the interaction of the company with its environment and practices.

### **Department 7: Concentration (semesters 5 & 7): International Marketing or Finance**

Trade-specific skills (in line with the student's individual professional project.)

### **Department 8: Group Work and Research**

Putting theory into practice, transversal action, and research.

**Department 9: Study abroad:** Students enrolled in the ECE four-year program.

**Department 10: Company Internships and Missions**

To use acquired professional skills for a company or for a company mission.

**GRADE SCALE**

The grade scale at ECE is out of 20. Each subject has a final exam and/or continuous assessment.

Each subject adds to your ECTS credits if the grade obtained is 10 or more out of 20.

<b>GRADE OUT OF 20</b>	<b>GRADE ECTS</b>
17.5 ≤ grade < 20	A
15 ≤ grade < 17.5	B
12.5 ≤ grade < 15	C
10 ≤ grade < 12.5	D
8 ≤ grade < 10	F
< 8	FX

**PROGRAM BY SEMESTER**

Available on the website [www.ece-france.com](http://www.ece-france.com)

**COURSES TAUGHT IN ENGLISH**

Available on the website [www.ece-france.com](http://www.ece-france.com)





## ECE Lyon

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