

The history of an idea

Birth of an idea:

Since 1998, French professors and students of the Beijing University of International Business and Economics and the Moscow Academy of Finance and Insurance have maintained friendly relations. This resulted in the creation of a special organization based on the French law of July 1901 on non-profit associations.

The founders are :

- Former Chinese and Russian students who have become senior managers after having studied management in Chinese, Russian and French schools,
- Professors of different nationalities.
- They are convinced of the importance of areas of convergence between France, China, Russia, and other major parts of the world. They want to promote and facilitate exchanges.



From training to application - Create a network of trusting relations:

The founding members created the association for the promotion of economic and cultural exchanges between France and China.

Pierre Attelée Institute seeks to:

- Promote advanced training:
 - By bringing together French, Chinese, and Russian professionals
 - By encouraging the mutual assimilation and comprehension of different cultures
- Benefit from the Franco-Chinese relations created:
 - By using a Franco-Chinese business and development network.
 - Facilitate access to each market for the businesses in each country by exploiting the networks created via the University of the Pierre Attelée.

Creation of the association:

- 30 January 2004: Creation of the association for the promotion of economic and cultural exchanges
- Charton Gaston, President, Zhang Zhu, Treasurer and Tang Li, Secretary, create the association.
 - Also involved are N. Kovalenko, O. Zavsky, F. Terrier, W. Zhang, X. Lu, F. Lin, Y. Raposo
 - They were joined by professionals in the insurance and IT industries.



Objectives of the Association:

- Create economic and cultural exchanges between France and China, as well as with Russia and other major countries.
- Support business projects in France and China
- Train professionals in France and China.



Opened in Saint Brevin Les Pins in Loire Atlantique:

- July 2005: The association for the promotion of economic and cultural exchanges has moved its headquarters.

APEEC
8 allée des Chênes Verts
44250 Saint Brevin Les Pins



Why Saint Brevin?

Saint Brevin is pleased to be home to a Franco-Chinese professional training centre that will facilitate industrial and business projects between French and foreign companies.

The economy depends on people. Knowing the techniques, products, and cultures of our partners is the only way to develop exchanges.

The site has numerous cultural, sports, and housing facilities.

Saint Brevin is near the Nantes – Saint Nazaire technology cluster, famous for the Chantiers de l'Atlantique where the largest ships in the world are built. This is also where Airbus builds one of the essential components of the largest airplane in the world.

Oil, gas, and food processing are also areas of excellence for the region and the huge harbour in the Estuary.

Pierre Attelée Institute

Saint Brevin participates in the development of the training centre known as Pierre Attelée Institute. The Pierre Attelée is a thousand-year-old menhir, a megalith weighing nearly 10 tonnes standing in a forest of pines near the dunes.

Transporting this immensely heavy megalith undoubtedly required the strength and technical resources of extremely cultivated men in ancient times.

Work, a natural maritime and forest environment, sustainable human activities are the pillars of all training activities.

