

EFCM-MBM CLOSING SEMINAR 2018, PALAZZO MOCENIGO VENICE



*The beautiful location of the **Perfume Museum**, housed in the prestigious **Palazzo Mocenigo***



Welcome Greetings by **Prof. Giacomo Boesso**, MBM Director; **Massimo Vidal**, President of MAVIVE;
Dominique Vichard, EFCM Academic Director University of Versailles Saint-Quentin,
Cécile Écalle Montier, Director of ISIPCA





Speech on "Branding Beauty" by Giacomo Cesana, Creative Director CBA Design





*EFCM –MBM students **Marta Calzavara & Chiara Martini**. A Teacher, like a perfume, seduces, inspires, moves*



*Closing Remarks by **Alessandra Semenzato** Vice Director MBM;
Lydie Gumery ISIPCA Pedagogical Director;
Marco Vidal CEO The Merchant of Venice*





