With its “Adrénaline” student association, KEDGE Business School has scooped the award for the best student association in France for the 2nd year running

KEDGE Business School’s “Adrénaline” student association has been awarded the title of Best Student Association in France this year, as part of the Initiatives BDE competition. This is the 2nd year running that KEDGE has won this award. With its KEDGE Express Tour (KET) project, a kind of “student Peking Express”, KEDGE has once again demonstrated the originality, quality and dynamism of its student association community.

The great Initiatives BDE adventure
Over the space of 6 months, the Initiatives BDE team went to meet the associations from France’s largest management schools to identify France’s best student association for 2017. Among the 8 graduate schools selected, KEDGE presented its project on stage at the Théâtre du Gymnase in Paris in late March in the presence of a panel of professionals comprised of members from the Ordre des Experts Comptables, Ma Chaîne Etudiante, Le Figaro Etudiant, LinkedIn, La Tribune, L’ADN and meilleures-entreprises.com.

“Today is a proud day for the whole Adrénaline team. Being voted as the best association in France is the culmination of several years’ work guided by the same vision. This award marks the turning of a new page for us: we want to do more than just propose an introduction to extreme sports. We are keen to offer students genuine life experiences to accompany the professional and academic experiences proposed by our courses”, explained Adrénaline’s president Théo Abresol. “Having successfully won over a jury of professionals with the KEDGE Express Tour, our “student Peking Express”, this has now encouraged us to take it further”.

Kedge Express Tour: the Adrénaline association’s flagship event
KEDGE won the competition thanks to its KEDGE Express Tour project (KET), run by the Adrénaline association.
The KET is a charity activity designed to support the Rêves association, an association which makes dreams come true for children hospitalised at the Pellegrin teaching hospital in Bordeaux. Adrénaline will pay the Rêves association 50 cents for every kilometre covered by each of the teams in the Kedge Express Tour. Created 4 years ago, the event is based on the same model used for the TV programme “Pékin Express” (Peking Express) broadcast on the M6 channel. Organised into teams, the students will be setting out from Bordeaux on 1 April to make their way as quickly as possible to target towns and cities throughout Europe, revealed as the week progresses. There are puzzles, mysteries and challenges to be resolved along the way, enabling each two-man team to progress from one stage to the next.
At the starting line, the participants must hand over their money, bank cards and telephones to the organisers and will be accompanied throughout their journey by a member of the Adrénaline association for security reasons.
The only permitted means of transport is hitchhiking and for accommodation they are allowed to stay with local inhabitants, spending just €1 per day.

About Adrénaline:
The 32 members of Adrénaline, KEDGE Bordeaux’s extreme sports association, are participating in the event. However, only the 13 members of the KET section organise the event down to the last detail. Adrénaline is an association which gives students a chance to step outside their comfort zones throughout the year thanks to a variety of activities such as paragliding or parachuting.

About KEDGE Business School:
KEDGE Business School is a benchmark French business school with four campuses in France (Paris, Bordeaux, Marseille, and Toulon), two in China (Shanghai, Suzhou) and four partner campuses (Avignon, Bastia, Bayonne and Dakar). The KEDGE BS community is made up of 12,600 students (25% of whom are international students), 183 professors (44% of whom are international), 275 international academic partners and 54,000 alumni around the world. KEDGE BS offers a portfolio of 32 training programmes in management and design for students and industry professionals. It also provides customised educational programmes for businesses at national and international levels. Ranked by the Financial Times in 33rd place among the best Business Schools in Europe and in 22nd place globally for its Executive MBA, KEDGE Business School possesses AACSB, EQUIS
and AMBA accreditation, is recognised and approved by the French state and is a member of the Conférence des Grandes Ecoles.
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