

Yvon Berland

President, Aix-Marseille University - 2010



« The MMM is in favour of exchanging strategies for competition, production and creation in the fashion industry. It also supports exchanging strategies concerning teaching around the Mediterranean perimeter. Fashion is a positive sector of activity for Marseille. The industrial actors involved have been asking for some form of training and academic courses for a long time. That is why we created a Degree course in Fashion Management and gave Roland Kazan, our VP for Continuous Vocational Training, the responsibility for organising the Masters 1 and 2 Degrees in Fashion Metiers. Companies wanting to substantially develop their overseas exports are looking for talented people to employ, as they do not have the time to train them in house. For the Aix-Marseille University (AMU) to develop this sector is more than an opportunity, it is a mission. The success is plain to see, as, on average, we receive two hundred international candidates for the twenty five places on the Masters Degree course. Furthermore our Masters Degree students each receive several propositions for work experience placements, which is also a positive indicator. The kind and enthusiastic attitude of the external professionals who participate in the courses and seminars is also very reassuring. For them, meeting the students is also an excellent way of spotting their future collaborators. Furthermore, with the new space in the Joliette district, we now have the necessary room to also develop continuous vocational training for existing fashion professionals. Once again, it is a question of responding to the needs of the industry. Due to the network of contacts put together by the MMM over the last twenty years, the students are assured of having work experience placements with well known brands and labels, either in Marseille or elsewhere in France. »