



Florence PINOT de VILLECHENON, Franco-Argentine, is Professor Emeritus and Academic Director for Latin America at ESCP Business School.

She graduated with honors from the Facultad de Filosofía y Letras of the Universidad de Buenos Aires, where she was class valedictorian, and holds a doctorate in international relations from the Université de Paris VII. Her areas of specialization are international relations and the dynamics of business and cooperation between Europe and Latin America, major events & cultural projects and soft power strategies.

Since its creation in 2002, she has been Director of CERALE (Centre d'Etudes et de Recherche Amérique latine Europe, www.cerale.eu), where she promotes bi-regional research with her Latin American partners. Her research and publications (<https://escp.eu/pinot-de-villechenon-florence>) focus on the internationalization of SMEs, international and bi-regional cooperation strategies, European investment in Latin America, intercultural management, innovative female entrepreneurship and major international exhibitions as vectors of influence.

CERALE aims to :

- promote management research relevant to policy-makers and companies
- systematically practice a dual European and Latin American approach.

At ESCP Business School, she heads the institution's Latin American policy. She has built up a network of cooperation with sixteen Latin American universities, from Mexico to the Southern Cone, all leaders in management sciences in their respective countries, structuring cooperation on several levels: mobility of students and teacher-researchers, double degrees, international seminars, executive training and research within the CERALE framework.

She has led cooperation projects with the European Commission (ALFA Program) and the EU-ALC Foundation (research into the internationalization of Latin American SMEs in Europe). She is a member of the boards of the Maison de l'Amérique latine and Anticipations, which inherited the EXPOFRANCE 2025 world exhibition project. She was a member of the Scientific Council of the Institut des Amériques until 2019. She has taught at IHEAL- Université Paris III Sorbonne Nouvelle and is a member of its Strategic Orientation Council. She is a member of the EU-CELAC Permanent Academic Forum and a member of the Marianne association of Franco-Argentine women and coordinator of its France Chapter. She is also a member of the Brazilian Chamber of Commerce in France (CCBF) and the Economic Chamber of Mexico in France.

She is a founding member and President of [ALFA BUSINESS FORUM ARGENTINE FRANCE](#).

She is regularly interviewed by the media on Latin American issues.

She is a regular speaker on geopolitical issues and relations between the EU and Latin America to senior executives (Executive MBA, European immersion seminars, etc.). At IRIS Institut des Relations internationales et stratégiques, she teaches the course *Analyzing Latin America-Europe relations in the contemporary geopolitical context*, as part of the “Analyst in International Strategy” program, Geoeconomics, Risk Management and Corporate Responsibility track.

In her research projects, she has collaborated / is collaborating with the EU-LAC Foundation, CAF, the OECD Development Centre, the Conseillers du Commerce extérieur de la France, the Fabrique de l'Export, the BPI Public Investment Bank and companies such as GDF Suez. She has participated in the “university-business” working group of the EU-CELAC Permanent Academic Forum and is the referent for the Southern Cone Pole of the Institut des Amériques (IdA). She has been a project evaluator for university cooperation programs developed by the French Ministry of Europe and Foreign Affairs (ECOS Program), the Fondation Maison des Sciences de l'Homme (PREFALC Program), the Institut des Amériques and the CCBF Student Prize.