



## 20<sup>th</sup> edition of Salon à l'Envers de Lorraine Émotion and Respect !

The 20th edition of Salon à l'Envers de Lorraine a truly moving moment devoted to entrepreneurial freedom and quite simply freedom.

Indeed, the minute of silence observed during the inaugural visit to show our respect to all the victims of the Paris attack of 13 November 2015, will stay in our hearts and our minds forever.

The organization team had met ambitious objectives and particularly the record of 200 purchasers and exhibitors have participated thanks to hard work of each member. [The 2000 participants milestone has also been achieved](#), proof of a big success in the current context. It is a success for ELN but not a celebration as we would have wished, silence is golden in such moments.

For this 20th edition, the previous day, ELN had invited [all the formers sub-prefects of Thionville's borough and the last two decade successive presidents of the association](#).

To symbolize this reunion and the fair history, [Jean-Claude PRAGER, sub-prefect 20 years ago, was the sponsor of this 20<sup>th</sup> edition](#). He was the instigator, with [Gilles BIAU](#), director of Sollac Florange and [Claude JEANDRON](#), director of Cattenom Nuclear Power Station, of the association [Entreprendre en Lorraine Nord](#) created in June 1995, and who, organized the first edition of Salon à l'Envers de Lorraine in 1996. It has become the flagship event of ELN over the years.

The « Salon à l'Envers de Lorraine » is the rallying of all area energies.

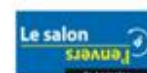
In this way, the city of Thionville made available [a 500m2 tent resulting in an unprecedented space](#).

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**We share this success with our different loyal partners :**

The regional council of Lorraine, the regional council of Moselle, the association of municipalities Portes de France Thionville and Val de Fensch, the chamber of commerce and industry of Moselle, the regional chamber of commerce and industry, the conurbation committee of Cattenom and surrounding area, Arc Mosellan, Val d'Alzette, Pays Orne Moselle, 3 Frontières, the Trade and craft chamber of Moselle, the Regional Caisse de depots of Lorraine and city of Thionville.

Entreprendre en Lorraine Nord develops its own financial resources (advertising inserts sale, stands renting, visitors entrances...). It can also to rely on its many volunteers.

The very good relationship with the city of Thionville departments contribute to the fair facilities quality. The fair is also around twenty companies working with us and especially a passionate organization team which makes every effort all the year to this notable and noteworthy result.

This 20th edition aimed to give birth to a new concept : “le Salon à l'Envers de l'Emploi “. The idea was to highlight the job creation on the territory, 4 business sectors have been used :

- Hotelwork and restoration
- People Care
- Industry and energies
- companies and private individual services

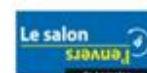
The concept aims to reverse the traditional job interview system, where the job-seeker is received by a manager. Here, they are job-seekers who receive managers (about fifteen). They have to highlight their company to recruit. There are about twenty vacant positions.

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Several actors of the territory gathered :

- Companies network: ELN, CJD, GENOM, G.I.M Est.
- Local work service: Pôle Emploi, Thionville Emploi.
- But also consultants and volunteers.

The concept is intended to be renewed in the future and all over the territory to be closer to job-seekers' expectations.

But this fair it is also an ideas and concepts laboratory which keeps up with present for join the future.

**We can quote in particular :**

- « [Social and united economy Village](#) » in partnership with the regional chamber of social and united economy of Lorraine and the regional council of Moselle will welcome companies of this sector.
- The signature of a [partnership agreement with CINOV Alsace Lorraine](#), employers' federation representative of 14 trade unions and 17 regional chambers of intellectual service jobs , engineering and digital technology.
- A boost for technological innovation: an engineer [David GALLEZOT](#), creator of AVIONS MAUBOUSSIN company, is going to build a plane with an electric engine intended, at first, for flying schools then for leisure.
- [VEGAFRUITS](#) - [A fruity minute](#) to harvest profit. A completely different original but appreciated idea.

The 20th edition, a thematic and unexpected spotlights :

- Common theme: “[The company is an adventure with business people accounts](#)”.

This theme enabled to promote innovative approaches of attractiveness and land planning to dynamize networks of excellence and the future. But also to draw a parallel between company management and driving a racing car!

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- About culture : “the caricature” was highlighted. [Regis HECTOR](#), known as HECTOR is a cartoon author, French illustrator and graphic designer. Artistic director at Republican lorrain, he is also a novel illustrator, press and advertising campaign cartoonist for many media. His main works are intended for youth (Oscar and Mauricette’s adventures.) Each person will be offered his own drawing and will keep funny and original memories.
- As for sport, [motor sport](#) which was chosen, with [Nathalie MAILLET](#)’s attendance. Famous driver in Belgium and Racing Club Partners of Mondorf-les-Bains founder in 2009. Nathalie has 2 passions: [architecture and motor sport](#). She is a recognized driver to VW Fun Cup, Roadster Cup and BTCS. As a woman of character, she has played the whole NASCAR in Europe season since 2012.
- [Laurent WITZ](#), also attended , he is a French producer and director, and the founder of animation companies ZEILT Productions (based in Luxembourg) and WATT Frame, its sister company (based in Yutz). [In 2014, he won the Oscar for best animated short film](#), and 30 other international prizes [for his movie M.HUBLOT](#) which he wrote, realized and produced.
- [Jean-Claude LUDWIG](#), author of « [Les entreprises lorraines, une force à l'international](#) », prefaced by Roger CAYZELLE, president of CESEL. This book highlights the diversity, the knew how of more than 40 companies in Lorraine exporting all around the world. It presents a history, political news, anecdotes and more than 600 photographs. A signing session is expected during the fair.
- [Relax Max](#), a company specialized in massages and well-being, created in 2005 in Luxembourg, offers an authentic wellness service (homes, companies, hotels and events). A free relaxing session was proposed during this day.
- Once upon a time, [in the heart of Lorraine](#), a sweet [apple from Alsace](#) and hot and spicy tropical ginger. For the second time at the fair, they merged into [GENZY](#).



The new menu with a new standing offered by the “[Association des Hôteliers restaurateurs des 3 Frontières](#)” to celebrate the Alsace, Lorraine and Champagne-Ardenne was very successful.

« Salon à l'Envers de Lorraine » is youth oriented with :

- Exhibitors and visitors reception by [IUT Thionville/Yutz students](#).
- Personalities and press by [Maryse Bastié high school students](#).
- Bouquets and floral decoration made by [La Briquerie high school students](#).

20 years, a page is turning, a new slice of life for the fair. Indeed, it is the last fair for Anne PEDON-FLESCH as a president.

How can we not name her, she has give to ELN a new dimension in this area. The media multiplied articles during a month to highlight this event.

The « Salon à l'Envers de Lorraine » it is the mirror of [Entreprendre en Lorraine Nord](#), this picture of freedom, this entrepreneurial drive, this passion for our territory, this ambition to live and build together.

2016 is also the Great Region's birth, let's be strong and determined.

The “salon à l'Envers de Lorraine” rules !