

Wednesday, the 25th February, 2015

Jean-Dominique SENARD, President of the Michelin Corporate Foundation, signed an agreement for the creation of a farming machinery programme within the LaSalle Beauvais Polytechnic Institute.

The donation amounts to €300,000 over three years.

On Wednesday the 25th of February 2015, Jean-Dominique SENARD, President of the Michelin Corporate Foundation, signed an agreement to support the creation of a farming machinery and new agricultural technology programme within the La Salle Beauvais Polytechnic Institute (Oise). The Michelin Corporate Foundation thus supports the societal commitment of the Michelin Group by promoting one of these five major sponsorship areas: education. It chose to make a donation to the LaSalle Polytechnic Institute for the amount of € 300,000 over three years.

As part of the International Agri Business Show (SIMA), Jean-Dominique SENARD, President of the Michelin Corporate Foundation, Claude GEWERC, President of the Regional Council of Picardy, Philippe CHOQUET, General Director of the LaSalle Polytechnic Institute and Richard MARKWELL, President of AGCO Massey Ferguson, signed the aforementioned agreement in the presence of the LaSalle board of directors and many teachers and researchers.

The LaSalle de Beauvais Polytechnic Institute trains 350 agronomy engineers each year. The farming machinery programme is a new specialization in the 4th and 5th year of study. The first class will start the programme in October 2016.

At the end of their specialization, the young graduates will apply their knowledge to a changing world. Farming in the future will have to meet increasingly complex challenges: to face an increasing demand for food and to feed a population that is growing while the arable land available is decreasing. This entails improving productivity, while protecting the soil and respecting environmental rules. The development of machinery and technological advances will play a key role in responding to these challenges.

For Jean-Dominique SENARD, President of the Michelin Corporate Foundation, "partnership with the La Salle Polytechnic Institute is part of the support for innovation that Michelin Corporate Foundation wants to promote through its sponsorship. I am delighted that our foundation is able to support educational projects in the field of agriculture and thus contribute to training future agricultural engineers, who will apply their expertise to solving the food challenges of our planet".