

## Véronique Buisson

Professeur  
Enseignant  
Associée,  
Département  
Finance



### Contact

✉ **Mail:**

buisson@essec.fr  
✉ Avenue Bernard  
Hirsch  
BP 50105  
95021 Cergy Pontoise  
cedex  
FRANCE

## Formation

Doctorat, Université Paris IX-Dauphine.  
Diplôme d'Etudes Approfondies (DEA), Université Paris IX-Dauphine.  
Diplôme, Institut National des Langues et Civilisations Orientales.  
Ecole Supérieure de Commerce de Paris.

## Thèmes de recherche

Immunisation contre les risques à l'international.

---

## Autres activités

### ✉ Expérience professionnelle

Before March, 1991: Financial Advisor, Finance Advisory Department, French Board for Foreign Trade for 6 years.

From March, 1991 to 1993: Project Manager with Lion Propeco, a 100 % subsidiary of Credit Lyonnais which helps French and western companies expand into Central & Eastern European Markets. Responsibilities included:

- 1) Industrial and economic investigations
- 2) Identification and accreditation of prospective local partners
- 3) Project appraisal (joint-ventures, 100 % subsidiaries, others)
- 4) Assessment of financing requirements
- 5) Evaluation of partner's industrial plant (or part of plant if in "Combinat")
- 6) Provision of legal and contractual substance to agreements
- 7) Setting up and/or strengthening the structure to support the investment
- 8) Assistance in financing projects (equipment, working capital, market drives, other...).

France: French public financing schemes (export credits, CODEX, fiscal 39 octies (reserve for taxation); French-Hungarian & French-Polish protocols managed by Credit National (joint-ventures).

EEC: JOPP procedure (Joint-venture Operational Phare Programme), Banque Européenne d'Investissement.

Multinational organizations, such as IFC or EBRD (Banque Européenne de Reconstruction & de Développement), through appropriate local institutions.

Guarantees (exports and investments)  
. French COFACE and SOFARIS  
. MIGA (World Bank Group).

Companies: Mid-sized firms and big groups (French, American, and Swiss companies).



Countries: Poland, Hungary, ex-Czechoslovakia, Bulgaria, Romania.  
-Specific expertise on CIS Countries.