

## Edito

It's been nearly four months that the Shanghai Young Bakers project has started. The first class is more than half the way. The 16 students have already done great progress and are all proud and excited to be part of the program. Everyone has worked hard for April exams and has been impressed by the demonstration made by M. Pascal Tepper, French Master Baker (MOF), in Shanghai in May for the Bakery China Fair. The Master Baker, supporting the project since the beginning, agreed to spend a day of his trip to teach the students and share with them his passion for French Traditional Bakery. The demonstration of M. Tepper on May 9th followed the meeting of April with M. Holder, Chairman of Paul Bakery in France, to support the 4 students currently interns at Paul China.

On Sunday afternoon, May 10th, a photo exhibition, sponsored by supporting companies of the Shanghai Young Bakers project, presented the story of this first class of Young Bakers, from their arrival in Shanghai, work at partners, Saturdays' class at Christine's and Sundays' activities. This one-time exhibition, lasting only an afternoon, was done by a French volunteer photographer M. Guillaume Durand, who came in Shanghai two weeks in April to especially shoot the life of the students. It was held at the Suzhou River Art center. A tasting of the Saturday production with the Master Baker was organised for the partners to assess the progress of the students. This event gathered the supporters of the



Shanghai Young Bakers project, professionals, companies, associations, officials as well as the students; who spent their time and energy to ensure the success of the training. Thanks to the support of the American volunteers from BEAN as well as Roots&Shoots association, we have tried to make this event "carbon Neutral".

More than training in Bakery, the Shanghai Young Bakers project is first of all a spirit. The spirit shared by both the volunteers and partners who believe that together, it is possible to realize great things and improve the life in the city we're living.

Celine Le Cottonec – Project Coordinator  
Marine Legrand - Logistics

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# Thanks to the volunteers !

Shanghai Young Bakers (SYB) is not only a simple charity in Shanghai. We are also 13 members giving our free time and our energy in this project. Without all the work we made, without all the people who trusted us and helped us on the way, we would have never reached the success we get now. This work also relies on the partnerships we have with some other non-profit organizations and their members, along with all the new volunteers who joined us.

Since last march, our association has communicated a lot in Shanghai and we now realize how it worked well. After the first article published in Shanghai Daily concerning SYB launch event, and then the Next Step meeting day, we received a strong support from some new people interested about the project. Some of them just wanted to know more about us while others really were willing to get entirely involved in SYB. In addition, some of the people we met already knew Shanghai very well, and were sometimes involved in other non-profit organizations. Thanks to their help, we will be able to communicate with other charities, to make our project more visible and work together on social issues.

On all the people we met, some of them are employees in different companies while many others are students in university. Today we count more than twenty people who are really interested in our project, and eight of them are really considered as volunteers thanks to the motivation and the work they provided.

As SYB members are all French, we really needed to be helped by Chinese people on many tasks. Luckily, all of them are well-educated native Chinese speaking people, most of them in their twenties, and are ready to spend some free time on the project.



Michael Cheng, graduate student in Jiaotong University, and Salma Wang, Law adviser, are both teachers every Saturday. During this time, they teach the students basic Mathematics, English and Chinese speaking and writing lessons. As our students will have to pass a final exam, it seemed that they needed lessons in order to improve their general background knowledge. Some of them still have some difficulties to write and speak Chinese correctly. We would like to help them as much as we can.

In a different way, the volunteers also helped us during the outdoor activities the students attended every Sunday (Yu garden, Shanghai Museum...). During those days, the students and the volunteers can enjoy time together and escape from their exhausting works in bakery. Moreover they helped translating or double-checking lots of contents from English to Chinese.

Finally we are grateful to the volunteers as much as SYB members for all the work and the enthusiasm they provide and we thank them for all the help they are giving. On the other hand, we are still looking for more people ready to discover and enjoy the Shanghai Young Bakers adventure. Everybody's welcome!

Jeremie Marchais - Training





April 05, 2009

## A morning with M. Francis Holder Chairman of the « Groupe Holder » and founder of Paul Bakery franchises

Perfect Sunday morning in Shanghai, the sun was shining when the SYB production team composed of myself, Gaetan, Guillaume, and Thomas arrived at Paul Bakery Baking Center 1933.

Like every Sunday morning, and even more when the weather is nice in Shanghai, a simple feeling of happiness was in the air. This was emphasized by the excitement of having the great opportunity to conduct a live interview with M. Holder, in Shanghai only for a few days, and with our SYB students doing their training at Paul Bakery China too!

When we opened the door of the baking center, a sweet smell of bread and fresh pastry got into our nose, and we were already with a big smile on our face when we saw our 4 SYB students in practice.

When Mr Holder arrived with Mr and Mrs Levillair (President and Vice President of Paul Bakery China), we started to interview him and our 4 students, Nora, Pierre, Jérôme et Benoit (aka Wang Li, Zhang Zhen Hai, Su Yi Pin and Zhang Jiao Sheng) right away.



Our students were very pleased to spend such special time with Mr Holder, who shared his knowledge and gave them advice based on his own personal experience.

He explained that he took over and expanded the family bakery with his mother at the age of 16, after his father, who was himself an orphan, passed away.

Mr Holder mentioned he wishes our students to have the opportunity in the future to continue working at Paul. The word « Work » came back several times in the discussion, and a potential opportunity for the best of them to go to France to continue their training was raised too.

We were just finishing the interview and some freshly made baguettes were already coming out of the oven. It was time to call it a day and have a tasting.

Before we said goodbye, we all gave our best wishes for the booming present and bright future of Shanghai Young Bakers Training Program !

Julien Potron – Communication & IT

## SYB Photo Exhibition May 10, 2009

As many of you may know, we organized a special photo exhibition on May 10, half way through the 6-month-period of our training program. 3 members of the team had shadowed some of our students on a normal week to make a photo documentary, on which the exhibition was based, to share with the public how they cope with their new life and feel about their working experience as trainee bakers.

We thought May was the perfect timing to invite you all to be the witnesses of their hard work, through a series of photos illustrating their daily routine. And we were proven right.

We had over 200 hundreds visitors on a sunny Sunday afternoon, which was a bit of a challenge considering that it was the first of the season and people could have chosen to chill out rather than traveling all the way through Shanghai to Suzhou Creek to attend our event.

Among our partners, students, team and random visitors, journalists were there too and a few interviews were organized and future ones booked. A local TV channel is even interested in covering the SYB story!

At SYB, we were all excited about this great event, and extremely proud to have a very special guest with us on that day: Mr. Pascal Tepper, M.O.F 2000 (France best worker of the year). We are now moving forward and working hard so that SYB becomes well known and recognized as a proper training program throughout China and later on in France.

We are currently working on a potential transfer over to a bigger organization in order to ensure the sustainability of the training program and our photo exhibition highly contributed in increasing our visibility and credibility. Some organizations have already raised an interest and we will soon share the outcome with you.

Thank you to all the attendees for being there on May 10 and to all of our partners to your constant support.

Hélène Sini – Communication

## Greetings to partners of the photo and video reportage

During two weeks in april, a team of volunteers, the principal team member Guillaume: a professional photographer, Caroline and Antoine: professional cameraman, Cathie and Cindy: Chinese interviewer and myself for the organization and lots of other persons were essential for this video and photo shooting.

I would like to take this opportunity to extend a warm thank you to you all throughout these two weeks, especially the partners for your cordial welcome and collaboration.

We tried to have a complete view and shooting of the project. In this direction, we looked for the locations where the student work, live and spend time. We spent 2 total days with all students. We have gone to the Shanghai Orphanage and in the French "Mission economique" for the partners meeting. As for partners, we visited the Sofitel Shanghai Hyland and the Radisson Hotel, Paul bakery and Carrefour Zhongshan Store.



In order to disturb you as little as possible, we have done this photo and the video shooting during the same time, but these two productions don't have the same goal.

The second production plan is the video montage of the different interviews (students, partners, commission member) for an online viewing. Furthermore, before the end of June, I hope we will be glad to introduce you our first SYB promotional video documentary.

Even if we did not have any budget for this, with the goodwill of our volunteers team, we have done all of our production in a professional manner, so that you could use this communication support for your internal and external communications in accordance to the gentleman agreement.

Do not hesitate to contact me for any question and for pictures or tapes.

Gaëtan BALIDAS - Communication



I just would like to thank everybody who is engaged in this project. Two months ago, I didn't know SYB and now I'm proud to work with them and to help them develop this amazing project. Thanks to all the partners and all the association members for your trust, your help and your kindness.

Unfortunately I won't be able to be there for the 10th of May exhibition, I'm also a volunteer and my budget cannot endure this new spending.

## The photographer's word

However I'll try to produce another exhibition in France, let me know if you are interested in this event.

Thanks to all.

Guillaume DURAND – SYB Photo-Reportage Photographer

## Thanks for the SYB Photo exhibition

I was in charge of the organization of this big communication event, especially on the technical aspects : the photo and video exhibition setup.

I would like to thank everybody who gave their time and their energy for the organization of this event. Especially, I thank Steve Wang and his staff from the River South Art Center (member of Talentpool) for his giant help and his reactivity, he did a perfect and very professional work. Without them, the exhibition would have never been as professional as it was. For the pictures, we have to thank m97 Gallery for the pictures production.

I also would like to thank all of the Bean volunteers, who provided us a precious help for welcoming and serving our guests. It's also the chance to say a last praise to Guillaume Durand, the SYB's photographer who came voluntarily and did a huge job with the photo selection and retouch.

Then, I would like to take this opportunity to extend a warm thank you to you all for your coming and your support, especially you partners, our guest of Honor Mr Pascal Tepper, and you colleagues, friends for your big contribution.

We are not yet ready to leave behind us the result of the hard work of our students and us and I am pleased to announce you that all of the pictures of the exhibition are for sale. The money collected will be exclusively reinvested in our training program.



Do not hesitate to contact us directly, should you have any questions on the purchase of these pictures. You can view all of the pictures from the exhibition by clicking on this link: [Support us! in our Website](#). Please note that we added some extra pictures to give you more choice.

Enjoy the second viewing!

However, we will maybe try to produce another exhibition in France, let me know if you are interested in this event.

Thanks to everyone again!

Kind regards

Gaetan Balidas – Communication

