



BIC GROUP CHAIRMAN AND CEO SPEAKS WITH FAIRFIELD UNIVERSITY STUDENTS ABOUT GLOBAL MARKETING

September 20, 2016 - Business students from Fairfield University, located in Fairfield, Conn., had the pleasure of learning about BIC and its global presence from Mr. Bruno Bich, BIC Group Chairman and CEO, on Monday, 19-SEP-2016 at the University's Dolan School of Business.

Mr. Bich told students about the history of the company, the evolution of its iconic, high-quality products, and the BIC Vision. He also spoke about the company's commitment to sustainable development and provided detail on how BIC keeps sustainability top of mind throughout all stages of the supply chain.

After presenting information to the students, Mr. Bich answered several questions about how and why BIC decides to enter a specific market, BIC's offering of products made from recycled materials, and the company's business challenges in the future.

At the end of the evening, event attendees received a gift bag that was filled with BIC Stationery products, Lighters and Shavers.