

## Press release

For immediate release  
London, 14 January

### **Boule International wins Chamber's Intercultural Trophy 2016**

The Intercultural Trophy, presented by the French Chamber of Great Britain since 1997 and sponsored by AXA, was awarded to Boule International this year. The trophy is awarded to companies which have made particular efforts to develop stronger ties between Britain and France or to promote Franco-British cross-cultural relations, and the winner is elected by all the members of the Chamber.

This year, the Intercultural Trophy was presented during the Cross-Cultural Quiz Evening held at PwC Embankment offices on 14 January and attended by more than 120 participants. The other nominees for 2016 were: Chandos Communications, Euronext, La Maison Maille, VINCI Construction Grands Projets, Voulez-Vous Parler.

Marie-Cécile Boule, Managing Director, said: *'Managing cross-cultural relationships is at the heart of my personal and professional life! I'd like to thank the members of the Chamber for choosing Boule International. Congratulations to Peter Alfandary and the members of the Cross-Cultural Forum on the success of the Quiz Evening. Culturally enriching and convivial, we enjoyed a delicious dinner accompanied by fine wines in PWC's architecturally inspiring office! Thanks to Florence Gomez and those who surround her, our affiliation to the Chamber continues to be stimulating and rewarding! Our thanks to PWC for their hospitality, Cartier for the stunning trophy and the other sponsors who presented us with lovely prizes – Eurostar, Maille, Ladurée and Nuxe.'*



Yves Masson, CEO of AXA Direct & Partnerships with Boule International Team receiving the Trophy from last year winner, ESCP Europe.

-ENDS-

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#### **About the French Chamber of Great Britain**

The French Chamber of Great Britain is the largest foreign Chamber in the UK in terms of both turnover and range of services offered. Our main aims are to provide a platform of exchange and networking at the service of the Franco-British firms in the UK, to promote our 600 members' interests to key decision makers and to help develop economic and commercial relations between France and the UK. Our Business Consultancy, Business set-up and Recruitment departments provide both British and French companies with a large range of bespoke professional services.

#### **About Boule International**

In 2016 Boule International celebrates 21 years in London and Marie-Cecile Boule, 41 years in International Real Estate. They are an INDEPENDENT family business where people take priority over policy. A dedicated team of knowledgeable multilingual professionals take pride in delivering a 'quality not quantity' property consultancy service – including sales, acquisition, lettings, private property search, relocation and management.