

**100.000\$**

C'est la valeur du stock dont dispose la Estrella de Oriente 10 ans après sa création, l'équivalent de 7 millions actuels.

**72 milliards de \$**

C'est la fortune estimée aujourd'hui de Carlos Slim

**40 millions**

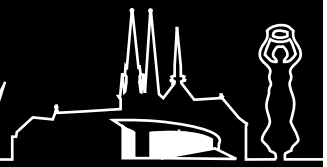
de dollars. C'est la somme que Carlos Slim a annoncé avoir investi dans l'application mobile Shazam.

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# LUXEMBOURG OFFICIAL

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Carlos Slim

# The Mexican dream!

En 1902, Julián Slim Haddad quitte le Liban pour le Mexique, seul, âgé de 14 ans, sans savoir parler l'espagnol. Son fils deviendra l'homme le plus riche du monde un siècle plus tard.

**LA ESTRELLA DE ORIENTE**  
Créée en 1911, par le Don Julián et un de ses frères, la Estrella de Oriente était une mercerie prospère. 10 ans après sa création, elle dispose d'un stock valant plus de 100.000\$, l'équivalent de 7 millions actuels. A cette date, Don Julián, qui a racheté les parts de son frère, était déjà à la tête d'un parc immobilier valant 28 millions de dollars actuels. Son premier enfant naît en 1926 : il en aura 6, auxquels il transmet ses valeurs et son goût du travail bien fait. Visionnaire, il avait dès les années 20 vu la puissance d'un commerce affichant de faibles marges, de gros volumes et des facilités de paiement.

**CARLOS SLIM HELÚ**  
Né en 1940, Carlos analyse ses dépenses avec son père dès l'enfance. Il achète ses premières actions à l'âge de 12 ans. Une méthode qui lui réussit : il dispose

aujourd'hui d'une fortune estimée à 72 milliards de dollars. Après des études dans le génie civil, il bâtit un empire dont les fondations reposent sur l'immobilier, les murs, sur les télécommunications et où on trouve de nombreuses activités dans l'industrie, la mine, le commerce de détail et le tabac. Très actif dans la philanthropie, Carlos Slim ajoute à son portefeuille quelques investissements plus étonnants : actionnaire du New York Times, propriétaire d'équipes de football : Leon et Pachuca au Mexique, Real Oviedo en Espagne.

## GRUPO CARSO

En 1965, Don Carlos crée Inmobiliaria Carso trois mois avant son mariage avec Soumaya Domit Gemayel, le « So » de Carso. En 1982, période critique du Mexique, Carlos Slim décide d'investir massivement. Une succession d'acquisitions à donner



le vertige : Cigatam, Hulera el Centenario, Bimex, Reynolds Aluminio, etc. En 1990, le groupe entre en bourse et achète 'Telmex', en partenariat avec SBC et France Telecom. 10 ans plus tard, Carlos Slim crée America Móvil, qui

deviendra une des plus grosses sociétés au monde, avec 318 millions de clients en 2012.

## Sources

[www.carlosslim.com](http://www.carlosslim.com)  
[www.americamovil.com](http://www.americamovil.com)

## Donald Trump: Interview with the president of the Trump organization

### What is your opinion regarding the real estate market in America and in the rest of the world?

While it is a difficult situation to navigate, it's important to realize that there are always opportunities. When I first entered the real estate market in NYC, everyone said it was a terrible time, but it's what I wanted to do so I kept at it and I was successful. The market in the US is alternately good and bad, but it's an excellent time to buy. I've done very well and feel positively about the market returning in a short amount of time. Globally, we've all taken a hit but those are the cycles of real estate.

### Which scenario do you anticipate for the coming years?

That's hard to predict but as I mentioned, real estate has cycles as do so many other things. Things turn around. You just need to have the right attitude, so that you can take advantage of future opportunities.

Can you give an overview of the main current projects of your organization, all over the world (Including Trump International Golf Links Aberdeen)

We have been moving forward and it's been exciting. We bought the Doral in Miami which is 800 acres and is now called Trump National Doral, which includes five championship golf courses and a 700 room hotel. It will be fantastic. We were selected as the developer of the famous Old Post Office Building in Washington, DC, which will be a 300 room luxury hotel while maintaining the original façade. There have



## Winston Churchill Writing history

**Brilliant and belligerent, Winston Churchill stands today as a titan of the 20th century. We are inspired by leadership qualities that led the West through WW2: time tested and, as with all true leaders, more than meets the eye.**

### VISION

"A lie gets halfway around the world before the truth has a chance to get its pants on," said Churchill, with amazing foresight. We knew Churchill was a visionary. But

who could have imagined that saw the world as the Web has made it in the early 21st century? His famous quote about the speed of truth and lies has never been as timely as it is in 2013: lies, rumors and opinion run round the world in seconds. Getting to the truth can still take days.

### CONVICTION

"There is no such thing as a good tax," he proclaimed... Agree, disagree, or agree to disagree,

Churchill was convinced that conviction was one of the greatest virtues. All truly great leaders past and present have had the courage of their convictions, and worried little about what others thought. As Churchill said, "you have enemies? Good. That means you've stood up for something, sometime in your life."

### SAVOIR VIVRE

The warrior, the scholar, the writer, the politician and the leader

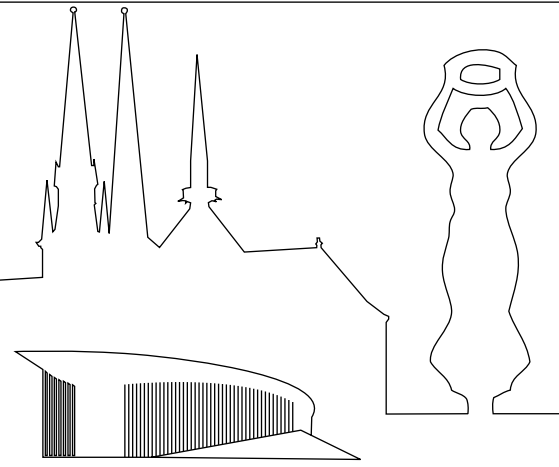
also had a keen sense for what was most valuable in life, and he knew how to live that life. Churchill, with his disdain for almost anything not English, might not have liked it, but the quality so esteemed by the French – and not translatable into English – applied to him, as it does most leaders: he had savoir vivre. He put it this way: We make a living by what we get, but we make a life by what we give. And did he give, writing his own history, and ours as well.



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## Karl Lagerfeld Iconic p.2

S'il est un homme qui a influencé l'évolution de la mode dans le monde, c'est lui. Au point de devenir aujourd'hui l'incarnation de l'image contrôlée à laquelle beaucoup de ses «fashion victims» aspirent.



## Carlos Slim The Mexican dream!

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### Savoir vivre

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which will be a 300 room luxury hotel while maintaining the original façade. There have been many acquisitions, and Trump International Golf Links in Aberdeen has been an enormous success already, receiving many accolades. It's been a busy and productive time.

### How do you see Luxembourg in the Real Estate world?

I do not know Luxembourg well enough to give you an informed answer. I do know that Luxembourg is in a pivotal position geographically, which is a strategical advantage. It is also a beautiful country. It should hold its own very well.

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EXPERIENCE N°6:  
Feel every sound