



THE NINTH ANNUAL
EUROPEAN
LEADERSHIP
FORUM

**IF YOU'RE NOT THINKING FORWARD,
YOU'RE MOVING BACKWARD**

TUESDAY 17TH NOVEMBER. INTERCONTINENTAL HOTEL, LONDON PARK LANE

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Burson•Marsteller

08.00 Breakfast Discussion Groups

Corporate Responsibility – The Changing Face of Business

Chairman: **Gavin Grant**, UK Chairman, Burson-Marsteller
 Panellists: **Richard Aylard**, Director & Special Adviser to the CEO, Thames Water
Simon Taylor, Corporate Affairs Director Britain & Ireland, Cadbury plc
 Moderator: **Kerry Capell**, Senior Correspondent, London Bureau, BusinessWeek

Leadership via Innovation in a Recession

Chairman: **Andy Green**, Chief Executive Officer, Logica plc
 Panellists: **Professor Soumitra Dutta**, The Roland Berger Chaired Professor
 in Business and Technology, INSEAD
Julie Meyer, Chief Executive and Founder, Ariadne Capital
 Moderator: **Andy Reinhardt**, Europe Editor, BusinessWeek.com

09.00 Chairman's Opening Remarks

John Defterios, President, FBC Media and
 Chairman, BusinessWeek European Leadership Forum

09.05 Welcome Address

Christopher Power, Assistant Managing Editor, BusinessWeek

09.10 Opening Keynote: Return to Growth

Stephen Green, Group Chairman, HSBC Holdings plc

09.50 Head-to-Head Debate: Harvesting the Next Generation of Growth

A head-to-head debate featuring senior European CEO's discussing major issues and opportunities facing global businesses today.

Sir Roger Bone, President, Boeing UK
Sir Stephen Gomersall, Chief Executive for Europe, Hitachi
Professor Jean-Claude Larreche, The Alfred H Heineken Chair, INSEAD
Dr Richard Ward, CEO, Lloyd's of London
 Moderator: **Christopher Power**, Assistant Managing Editor, BusinessWeek

10.50 Networking Coffee

11.15 Plenary Session: The Global Banking System

Richard Holmes, CEO Europe, Standard Chartered Bank
Professor Javier Díaz-Giménez, Professor of Economics, IESE Business School
Javier Martin-Artajo, Chief Investment Officer (Europe), JPMorgan Chase
Christopher Power, Assistant Managing Editor, BusinessWeek
 Moderator: **John Defterios**, President, FBC Media and
 Chairman, BusinessWeek European Leadership Forum

12.15 Lunch Discussion Groups

1 Networking Lunch

2 Innovation – What is the next Generation? The next wave?

Joint Honorary Chair: **David Kester**, Chief Executive, Design Council
Niklas Zennström, Co-founder, Atomico Ventures
 Moderator: **Andy Reinhardt**, Europe Editor, BusinessWeek.com

3 Emerging Markets

Moderator: **John Defterios**, President, FBC Media and Chairman, BusinessWeek European Leadership Forum
 Co-Host: **Hilmi Mohd Nashir**, Chief Operating Officer, Iskandar Regional Development Authority
 Hon Chair: **Dr Florence Eid**, Managing Director Middle East & North Africa, Passport Capital Ltd

14.15 **Networking Coffee**14.45 **Afternoon Roundtable Discussion Groups – Return to Growth**

14.45 Introductions
 15.00 Open Presentations from Moderators, Honorary Chair and Co-Hosts
 15.15 Roundtable: Debate & Discussion
 16.30 Conclusions from the Group
 16.45 Roundtable Close

Tea will be served during the discussion group.

Digital Information Technology

- IT in the downturn, time to invest or time to scale back?
- Virtualisation and cloud computing. The two most critical technological trends in corporate IT bear deep examination in a time of cost consciousness and growing competitive pressure
- Consumer digital technologies vs Corporate IT. Departments are under growing pressure to support fast changing consumer technologies, from smart phones to Facebook. How should companies handle the influx of consumer information technology in the corporate sphere?

Honorary Chair: **John Clarke**, Senior Vice President & Chief Information Officer, Nokia
 Co-Host: **Walter A Yosafat**, Chief Information Officer / Senior Vice President, Americas, Genpact
 Moderator: **Andy Reinhardt**, Europe Editor, BusinessWeek.com

Energy and Sustainability

- To what extent do oil prices drive economic growth?
- Is the green component of stimulus packages sufficient?
- How would we decarbonise the energy system over the next 40 years?

Honorary Chair: **Mark Williams**, Downstream Director, Royal Dutch Shell
 Moderator: **Sophia Tickell**, Executive Director, SustainAbility Limited

Finance

- How do we get financial institutions to return to lending for growth (and away from speculation)?
- Can we return to growth without falling into the same global macro economic imbalance?
- Is there anything salvageable in the securitization finance model?

Honorary Chair: **Barbara Ridpath**, Chief Executive, International Centre for Financial Regulation
 Co-Host: **Charles Alexander**, Board Director, Genpact Global
 Moderator: **Simon Collingridge**, Managing Director, Structured Finance, Standard & Poor's

Healthcare

- New R&D models
- Emerging markets: the next frontier for pharmaceuticals
- The Biosimilars Boom (generic biotech drugs)

Joint Hon Chair: **Dr Gordon Coutts**, Vice President & General Manager, Schering-Plough UK and Ireland
Alan Sheppard, Global Head of Generics, Thought Leadership, IMS Health
 Moderator: **Kerry Capell**, Senior Correspondent, London Bureau, BusinessWeek

Smart Branding: Protection in an Increasingly Transparent World

- Long-term brand building vs short-term sales
- Questioning the classic phases of a brand's life
 - With the increased importance of online, are new brand architectures more relevant now?
- Is a brand without trust valuable?
- Branding in an increasingly transparent way – ‘goldfish bowl’ world
- Environmental issues affecting brands
- Financial branding and recovery since the recession

Honorary Chair: **Dr Simona Botti**, Assistant Professor of Marketing, London Business School
 Moderator: **Amanda Pierce**, Director, Brand Issues, Burson-Marsteller

Telecoms

- How will telecom business models evolve?
- Regulations – necessity or constraints?
- Are telecom providers prepared for the traffic surge?
- How is the recession impacting telecommunications?
- Over the top: opportunity, threat, or hype?

Honorary Chair: **Rajeev Singh-Molares**, Chief Strategy Officer, Alcatel-Lucent
 Moderator: **Guy Daniels**, Director of Content, TelecomTV

16.45 Closing Plenary: Mapping the Future - G20 and Beyond

Panellists: **Professor Javier Díaz-Giménez**, Professor of Economics, IESE Business School

Moderators: **Dr Preston Keat**, Director of Research, Eurasia Group
Professor Dr Urs Müller, Managing Director & Chief Economist, BAK Basel Economics
John Defterios, President, FBC Media and Chairman, BusinessWeek European Leadership Forum
Christopher Power, Assistant Managing Editor, BusinessWeek

17.30 Cocktail / Networking Reception

18.15 Close