



50
INSEAD

**Alumni Association
Switzerland**

Newsletter First Semester 2010

The President's Message



Dear Alumna,
dear Alumnus,

Your devoted and enthusiastic committee joins me in wishing you and your families a most exciting New Year, in good health, lively spirits and fair winds.

2010 is destined to be a watershed year for INSEAD, as it represents the 50th anniversary of our first promotion. The School and your Association are going to great lengths to mark the occasion. The School's website dedicated to the 50th anniversary is presenting over the course of the school year fifty Alumni who have made a significant impact in their respective spheres of excellence. Already among those revealed to date, IAA Switzerland can proudly celebrate two fellow members, Franz Humer MBA '71 and André Hoffmann MBA '90D. Without question, our distinguished Alumni can be said to personify those values and qualities with which all Alumni can identify. Read more on our Swiss Champions at <http://50.insead.edu/alumni/alumni> .

Your Association is also

putting on another event-crammed year with keynote events to highlight this anniversary. Already in October, the Healthcare Club organised and hosted the 2009 INSEAD Healthcare Alumni Summit in Basel. Our thanks and congratulations go to Chandra Leo, Aleks Ruzicic and fellow organisers for their significant efforts in making this intensive all-day event a spectacular success. Geneva and Zurich will also be showcasing major events over the next few months, more on these at a later date.

Perhaps one of the most significant contributions we can make collectively towards the 50th anniversary celebrations and setting a cornerstone for the next fifty years is for your Association to become a founding member of the IAA Scholarship Endowment Fund. This is the brainchild of Rolf Abdon, Chairman of the IAF and of Daniel Labrecque, President of the Alumni Association. It is a fund being set up in parallel to the IAF by Alumni. Many of us are most enthusiastic for this project as it will be enduring and serve a lot of good for the School and for prospective candidates from developing countries. Ultimately, what is good for the School is good for all Alumni. As the Swiss

Association, we have a unique opportunity to be founding members of this fund for a one-off investment of EUR 50'000. Your committee fully backs this proposal because we believe in it and because we can. Despite the significant outlay, it is less than half our current reserves. To what better use could a not-for-profit organisation put its more than ample funds?

For this I invite all members to join in an Extraordinary General Meeting which we will hold to coincide with the Ski Weekend in Verbier, on Saturday 23rd January 2010. Among those present will be the spiritual initiators of the project, Rolf and Daniel, to discuss the matter.

The year 2010 holds much promise, here's to the next 50!

Look forward to seeing many of you at one of our future events.

Andrew Hunziker
*President
IAA Switzerland*



Verbier-VS

2010/1 Issue

President's message	1
Events Update	2
AGE in Verbier	3
Healthcare Summit	4
Past Events	5
IPEN—Contact us	6

Event Update

Zürich

February 24th

After-Work Drinks, Imagine Bar, 19.00-21.00

March 25th

Roundtable "The Private Equity Food Chain" 18.30-20.00, Zunfthaus zum Rüden (more details coming soon)



Visit at the Buehrle Art Collection (more details coming soon)

November 16th

Joint Event: Brady Dougan, Credit Suisse (more details coming soon)

Basel



Monthly Stammtisch Evening Drinks at Noon, 2nd Thursday of each month

February 11th

March 11th

April 8th

May 13th

June 10th

March 2nd

Lunch (more details coming soon)

June 1st

Lunch (more details coming soon)

INSEAD-Accenture Golf Tournament and Family Barbecue (more details coming soon)

INSEAD Healthcare Event (more details coming soon)

Geneva / Lausanne

January 22nd-24th

Ski weekend in Verbier

February 10th

50th Anniversary lunch-conference with C. Janssen, co-founder of INSEAD

February 18th

After-Work Drinks

March 9th

Networking dinner before EVCA Investors' Forum

March 10th

Monthly lunch-conference

March 22nd

Philharmonic night: concert with Orchestre de la Suisse romande, followed by dinner with chef and musicians at Victoria Hall

April 14th

Monthly lunch-conference

April 22nd

After-Work Drinks at an Art Gallery

May 6th

50th Anniversary Conference on Family Business, hosting prominent business owners as speakers at Hotel Richemond



Extraordinary General Meeting in Verbier—VS

Convocation to an Extraordinary General Meeting

On Saturday 23rd January, 2010

At 18:30

In Verbier, VS

(Precise location will be given on registration to insead@bluewin.ch)

Single agenda point:

Do you approve the committee proposal to allocate EUR 50'000 (close to CHF 75'000) of the Association's reserves to the INSEAD Scholarship Endowment Fund project, thereby instating the National Alumni Association of Switzerland as one of the founding members of the Fund?

This is what Daniel Labrecque, President of the IAA, had to say on the project:

“The proposal made by Rolf to launch the IAA Scholarship Fund was received with unanimous support when discussed at the end of our deliberations in Montreal. As you may recall, the IAA had decided 6 months ago to set aside E50k to undertake a special project for the 50th Anniversary; a special project which would demonstrate the support of alumni towards INSEAD and which would last for many years. Several ideas were considered: a piece of art, a song, a book, etc. Then Rolf came with his idea of Scholarship Fund which found a great deal of support. This is a wonderful legacy from the alumni and it will contribute in a concrete way to INSEAD's future. The proposal for the IAA to allocate its E50K to this project was voted on Sunday morning. Then a few NAA's raised their hands and said that they wanted to be amongst the Co-Founders by giving E50K as well. Then alumni heard about this project and raised their hand as well. We already have in excess of E500,000 from alumni (including one faculty member). I think we will reach our goal of E2,500,000 well before next March. We will announce the names of the Co-Founders next May in Fontainebleau and will place a modest piece of art in the lobby of INSEAD with a plate showing the names of the Co-Founders (including NAAs who wish to be there on a totally voluntary basis). So let us spread the word and rally behind this initiative which results from a closer cooperation between the IAA and the IAF. The School needs our support more than ever in this trying economic period and it deserves a tangible action from its alumni. And congratulations to Rolf and the IAF volunteers for initiating this legacy project.”

As at today, the reserves of your Association are well in excess of CHF 200'000. Even after this disbursement, our reserves will exceed by some margin all our ongoing requirements for the coming year and leave more than enough for other unforeseen contingencies.

If you are unable to join us for the Meeting, but still wish to cast your vote or just to add a comment, please send me an email giving me your proxy and how you wish to vote to insead@bluewin.ch. We look forward to your continued support.



Verbier -VS

Healthcare Summit in Basel

INSEAD Healthcare
Alumni Summit 2009



8 October 2009
Basel, Switzerland

INSEAD Healthcare Alumni Summit 2009

Marking 10 years of INSEAD healthcare events and coinciding with INSEAD's 50th anniversary, the INSEAD Healthcare Alumni Summit 2009, held on 8 October in Basel, was unanimously hailed as a great success. With tickets having sold out weeks in advance, the conference room at Messe Basel was filled with over 150 participants from 20 countries. In addition to many Swiss and European alumni, a number of participants had traveled from e.g. India, China, the UAE, the United States and South Africa. The Summit was organized by the INSEAD Healthcare Alumni Network, under the leadership of alumni Chandra P. Leo, Aleksandar Ruzicic, Roman Rittweger, Ulrich Thess and Marc Michel.

Presentations by Professor Elizabeth Teisberg (author of "Redefining Healthcare"), Andre Hoffmann (Vice Chairman, Roche) and pharma strategy guru Roger Longman framed an intense programme of talks and panel discussions. These were structured around three major themes shaping the healthcare industry in the coming years:

- Reinventing Healthcare Innovation
- Consumer Healthcare – Up Close and Personal
- Healthcare Businesses in the Age of Globalization



Over the course of the day, more than a dozen thought leaders – including pharma and medtech executives, healthcare entrepreneurs, an NGO director and an investment banker – presented their views and engaged in lively discussions with each other and the audience. At various points during the conference, the participants were asked to provide instant feedback to speakers and moderators using handheld wireless voting devices. In addition, contents from the conference were shared with more than 100 online followers through real-time blogging and tweeting (Silja Chouquet and Marc Michel). Moreover, INSEAD had sent a camera team from Fontainebleau to capture interviews with various speakers for the INSEAD Knowledge website.



With INSEADers representing 70% of participants, the event also provided ample networking opportunities for alumni. These started with a Pre-Summit Mixer held at Bar Rouge the night before the event (Olga Alekseychik) and continued during the conference breaks, over lunch and at the closing reception. An electronic survey following the event highlighted the enthusiasm of participants: The vast majority of them plans to return to the next Summit in the autumn of 2010.

Finally, it should be mentioned that the Summit would not have been possible without the logistical support of INSEAD (Prof. Stephen Chick, Amanda Morris) and the financial contributions of our sponsors (Roland Berger, BaselArea, Civitas International,

HBM BioVentures, McDermott Will & Emery, Medtronic and MSD). We are also grateful to GreaterThanOne for creating the event website and online payment infrastructure.

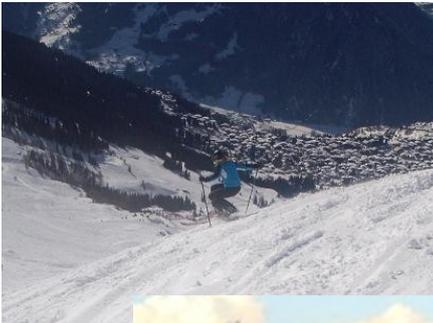
You can find more information about the INSEAD Healthcare Alumni Network and the 2009 Summit, including speakers' presentations, blog contents, an extended summary of the event and links to the INSEAD Knowledge interviews at: www.InseadHealthAlumni.net.

If you would like to get involved in future INSEAD healthcare activities in Switzerland or internationally, please join the "INSEAD Health" group on LinkedIn or contact us directly.

Chandra P. Leo (MBA'02D) & Aleksandar Ruzicic (MBA'97J)

Past Events

Tanja Ogland shows her Norwegian flair with an impressive demonstration of Telemark skiing



*Ski Week end
in Verbier
2009*



Group picture on Col des Mines



Richard Batty and Blaise Matthey

*Golf tournament
Geneva 2009*



Hermann Dohna (INSEAD – best men's net) and Karen Saddler (IMD – best ladies' net)



J-P Turrian and A. Hunziker

*AGM in Nyon
July 2009*



*Healthcare
Summit
October 2009*



Jean-Paul Turrian showing round the UEFA headquarters



Private Equity Network

IPEN provides a global forum for the more than 1,000 INSEAD alumni working in venture capital and private equity. IPEN's goal is to reinforce the links between our community and INSEAD, and to increase the school's visibility in the private equity industry.

IPEN is already active in various European countries, in North America and Asia and we have started this initiative in Switzerland in 2009. We have started with two launch events, one in Geneva for the Romandie-based community and one in Zürich for those based in German-speaking Switzerland. Note that the Swiss IPEN group will be coordinated and function at the national level, but we will organize local events separately for Zurich and Geneva.

Upcoming IPEN Switzerland events in 2010:

Networking dinner before EVCA Investors' Forum, Tuesday, March 9th, 2010 at 20:00 in Geneva

This event will be a networking dinner organized at the Société de Lecture, 11 Grande Rue, 1204 Geneva. Registrations for this event are not

opened yet. For further details please contact Roman Pelka (roman.pelka@montfortcap.com).

Panel discussion, "The Private Equity Food Chain", 25 March 2010 18:30-20:00, "Zunftthaus zum Rüden", Limmatquai 42, 8001 Zürich

This event will show the money flow from pension funds to entrepreneurs and also discuss the current challenges facing the private equity industry. The format will be an interactive panel discussion between senior representatives from a PE/VC-financed company, a PE/VC fund, a fund of funds as well as a pension fund. Registrations for this event are not opened yet. For further details please contact Nils Granath (nils.granath@swisscom.com).

Past events:

June 25th, 2009 Romandie launch: 8pm dinner at "Le 3 Rive Gauche", 1204 Geneva

June 30th, 2009 Zürich launch: drinks at 18:30 at the Carlton hotel, 8001 Zürich

Contact details for further inquiries about iPEN Switzerland:

André Aubert
LGT Capital Partners AG
Schützenstrasse 6
CH-8808 Pfäffikon SZ
Tel:+41 55 415 97 21
andre.aubert@lgt.com

Pan PAN
Bunge Investment Management Ltd.
13 rte de Florissant, 1206 Geneva
Tel +41 22 592 9877
Mobile: +41 (79) 376 5155
www.bungeinvestmentmanagement.com
Pan.Pan@bunge.com

Lucian Wagner
EUROUS VENTURES 2000
Commonwealth Ave.
Newton, MA 02466
Tel: +1-617-244-2300



insead@bluewin.ch

<http://iaa.insead.edu/IAA/CHE/Pages/Default.aspx>

INSEAD ALUMNI ASSOCIATION SWITZERLAND

President:
Andrew Hunziker

Treasurer:
Alain Perret

Board members:
André Aubert
Kira Heizer
Shivani Kannabhiran
Chandra Leo
Philippe Mauron
Aleks Ruzicic
Mirjam Staub Bisang
Mafalda Tenente
Alexander Wyss

Secretary:
Nathalie Pellissier