



INSEAD

Alumni Association  
Switzerland

# Newsletter Second Semester 2009

## The President's Message



Dear Alumna,  
Dear Alumnus,

The winter of 2009 has been one of the best in living memory, certainly from a skier's perspective and this was aptly demonstrated by our annual

INSEAD ski weekend in January which saw the largest turnout ever.

We hope you enjoyed some of the other events this Spring, such as the launch of an evening conference in Lausanne with serial entrepreneur, **Rémy Walbaum**, or the tour of the botanical gardens in Basel, or perhaps the random dinners in Zurich. Geneva was fortunate to welcome our old friend and now Dean of Judge School of Business in Cambridge, **Arnoud De Meyer**, and also saw the prescient panel discussion set up by the Healthcare Club on the topic of "**Are We Ready to Face the Next Healthcare Crisis?**", this just weeks before the announcement of the outbreak of Swine Fever.

These are just a handful of the excellent events and speakers of these past months. We have an equally promising programme for the second semester 2009 and I invite you to look in the following pages for the forthcoming schedule in your area.

I will highlight one important event coming up on Friday 3<sup>rd</sup> July: our **2009 Annual General Meeting** for the IAA Switzerland, which is kindly hosted by the UEFA at their stunning headquarters in Nyon. Following the Assembly, we shall hear our keynote speaker, Jean-Paul Turrian, Consultant to the President and former director of the UEFA to be followed by delightful dinner while enjoying the beautiful views over Lake Geneva.

Two other exciting developments for your Association this year is the creation of two new clubs which are trans-national and industry-specific: a **Private Equity Network** known as IPEN, and the

formation of an **Energy Club**. Read on for more on these and who to contact to get involved.

Your committee is also looking to co-opt a **Career Services Representative for Switzerland**, primarily to act as a conduit between our Association and the Careers Services Department headed up by Pamela McNeil in Fontainebleau. Have a look on page 8 for further information.

We hope you enjoy this edition of the Swiss Newsletter, created under the expert creative direction of your Association Secretary, **Nathalie Pellissier** and look forward to seeing you at one of our many future events

On behalf of your enthusiastic committee,  
Yours truly,  
Andrew Hunziker



July 3rd: AG at the UEFA in Nyon (VD)

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# Event Update

## Zürich

### **June 30th :**

*Launch of IPEN (see page 5)*

### **July 2nd :**

*Microfinance, Top down,  
Bottom up*

*Joint event with Samba alumni clubs.*

*With Mr Arthur Vayloyan, Global  
Head of Products & Services, Crédit  
Suisse, and Ms Sadaffe Abid, CEO of  
Buksh Foundation*

### **August 30th:**

*Joint Alumni Dragon Boat  
Trophy*



### **November 24th:**

*CEO Dinner speech with  
CEO of Panalpina. Joint  
Event with HBS, IMD and  
Rochester*

## Basel



### **July 7th :**

*Out in the City Lunch*

### **August, date tbd :**

*Golf Tournament*

### **October 8th:**

*INSEAD Healthcare Alumni  
Summit 2009*

### **December:**

*INSEAD Xmas Dinner*

## Geneva / Lausanne

### **June 22nd :**

*GE: Lunch-Conference with  
Paul Polman, Joint Event with  
IMD*

### **June 25th :**

*GE: Summer Drinks  
GE: Romandie Launch of IPEN  
(see page 5)*

### **July 3rd :**

*Bus School's Golf Tournament*

### **July 3rd :**

*AG at the UEFA in Nyon*

### **July 8th:**

*GE: Summer Lunch, Restau-  
rant des Eaux-Vives*

### **August 12th:**

*GE: Summer Lunch, Restau-  
rant des Eaux-Vives*

### **September 9th:**

*GE: Talk on Humanitarian  
Logistics, speaker tbc*

### **September 24th:**

*GE: Drinks*

### **November 26th:**

*GE: Drinks*

### **November 14th:**

*GE: Business School's Ball*



# Annual General Assembly in Nyon

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Invitation  
to the  
**ANNUAL  
GENERAL  
ASSEMBLY**



Nyon (VD)

Friday 3rd July 2009,  
6 pm  
UEFA Headquarters,  
Rte de Genève 46, 1260 Nyon

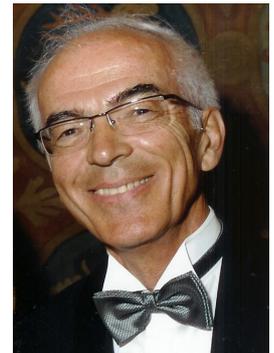
## Agenda

- Welcome
- President's Report
- Regional Reports
- Presentation and approval of accounts
- Re-election of committee and of auditor
- Any other business

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## Programme of Evening

- 17:30 Doors open  
18:00 AGM in Auditorium  
18:45 Aperero in Forum  
19:30 Speaker Jean-Paul Turrian,  
*Consultant to President and former Director UEFA on  
« Présentation de l'UEFA » (in French)*  
20:30 Dinner in Restaurant at the UEFA Headquarters  
22:00 Close



Jean-Paul Turrian

*Cost per person CHF 70 inclusive of aperero, dinner, wines and coffee*

***Please register with [insead@bluewin.ch](mailto:insead@bluewin.ch) before Friday 26th June***



UEFA headquarters in Nyon (VD)

# Healthcare Summit in Basel

**INSEAD Healthcare**  
Alumni Summit 2009 

8 October 2009, Basel Switzerland

Dear Friends,

As fellow INSEAD alumni, please join us on **8 October 2009** in **Basel, Switzerland**, for a full day of

- ... **fresh insights** into the future of the healthcare industry
- ... **lively discussions** with a range of senior speakers
- ... **intense networking** with international decision makers

Register NOW for the

## 2009 INSEAD Healthcare Alumni Summit

and take advantage of our attractive 'first mover' rate.

This one-day international conference will **explore future trends in healthcare** by bringing together executives from pharma/biotech, medical devices, diagnostics, healthcare services, NGOs, consulting firms and the financial sector. Building on a 10-year tradition of INSEAD healthcare events, the 2009 Summit will provide once more a **unique discussion and networking forum**.

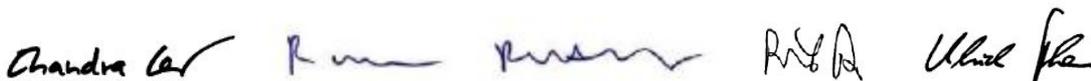
This year's Summit will focus on the core themes of **Innovation, Consumer Healthcare and Internationalization**. The programme brings you top speakers from organizations including Bausch & Lomb, Bayer Schering, Euromedic, The Global Fund, Goldman Sachs, Greater Than One, Hikma, INSEAD, Medtronic, Merck & Co, Merck Serono, Roche and Teleradiology Solutions.

To **view the programme and register**, please go to:

[www.InseadHealthAlumni.net/2009summit.html](http://www.InseadHealthAlumni.net/2009summit.html)

We look forward to seeing you in Basel this autumn!

### The Conference Steering Committee



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## Energy Club

Dear Fellow Alumni,

In 2006, a few INSEAD students founded the Energy Club to foster discussion and networking among their peers in the field.

The Energy Club quickly became an organization followed by students and alumni alike. The Club is based around the current promotions in Fontainebleau and in Singapore, but has since expanded through the creation of individual chapters at the national level of several countries, such as Belgium, France, Germany, Italy and the UK.

My first objective is to identify others based in Switzerland who would like to participate in Energy Club activities. This is particularly relevant to those of you working in any energy-related field, both in investment or in operations, but it is open to anyone who has a strong interest.

Thereafter, we can set up networking events, guest speakers, field trips and conferences. I am personally based in Geneva, however the plan is to create events throughout Switzerland.

More info on club organization can be

found at: <https://alumni.insead.edu/IAA/inseadalumniclubs/energyclub/aboutus/Pages/MBARegionalAlumniClubs.aspx>

I have volunteered to do the initial organization for the Swiss chapter and ask if you are interested in getting involved, to please write me at

[christopher.barchak@alumni.insead.edu](mailto:christopher.barchak@alumni.insead.edu)

Best,

Chris Barchak

## Private Equity Network

IPEN provides a global forum for the 985 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.



In order to make our network global, we aim to set up local IPEN Chapters everywhere. So far IPEN has 3 Chapters operational in France, the Netherlands and the United Kingdom, and is in the process of establishing new ones in Australia, Central and Eastern Europe, Germany, Hong-Kong, Japan, Middle East-Africa, North America, Singapore, Spain and Switzerland.

Please contact IPEN Co-Presidents Greg Blackwood (MBA'99J-APAC/MEA), Benjamin Revillon (MBA'04J-Europe) or Lucian Wagner (MBA'81-Americas), if you would like to get involved or launch an IPEN Chapter in your region.

### We are launching the Swiss chapter of the INSEAD Private Equity Network (IPEN)

IPEN is already active in various European countries, in North America and Asia and we are proposing to continue this initiative in Switzerland. We will start with two informal 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 wanted to start with local events.

**Romandie launch: Thursday June 25th**, 8pm dinner at "Le 3 Rive Gauche", and feel free to join the INSEAD summer drinks before.

For dinner please confirm your attendance to [Pan.Pan@bunge.com](mailto:Pan.Pan@bunge.com)

if you haven't done so already.

Venue is "Le 3 Rive Gauche", Grand Rue 3 (Old Town), 1204 Geneva, Tel: 022-810-2929, [www.le3rg.com](http://www.le3rg.com)

**Zürich Launch: Tuesday June 30th**, drinks at 18:30 at the Carlton hotel on Bahnhofstrasse. Please confirm your attendance to [andre.aubert@lgt.com](mailto:andre.aubert@lgt.com)

Venue is Carlton Zürich, Bahnhofstrasse 41, 8001 Zürich, Tel 044 227 19 19, [www.carlton.ch](http://www.carlton.ch)

Please let us know who would be interested in participating in the elaboration of this project.

Active participants already include Pan Pan (GVA), Lucian Wagner (between USA and ZH), Roman Pelka (GVA), Bernard Vogel (GVA) and Chandra Leo (ZH).

Contact details for further inquiries: André Aubert  
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### “Are we ready to face the next healthcare crisis? – An assessment by WHO and industry”

On 7 April 2009, more than 50 INSEAD alumni and friends gathered for a panel discussion titled “Are we ready to face the next healthcare crisis?” The event was organized by the INSEAD Swiss Healthcare Industry Club and took place at the Hotel President Wilson in Geneva.

The main speaker of the evening was **Dr. Guenael Rodier**, a leading expert on emerging infections and epidemic control from the World Health Organization (WHO). Dr. Rodier described how international responses to global health threats have evolved over time, from the plague and Ebola outbreaks of the 1990s (which he witnessed on the ground) to the International Health Regulations established in response to the 2003 SARS outbreak.

His talk vividly illustrated how the early detection and containment of such threats requires a concerted, multisectoral approach that involves logistics and diplomacy as

much as the use of new life science and information technologies.

For the following panel discussion, the WHO expert was joined by **Dr. David Reddy**, who leads Roche’s Global Influenza Pandemic Task Force, and logistics expert **Dr. Prashant Yadav**, a Visiting Professor at INSEAD’s Social Innovation Center. Dr. Reddy outlined how Roche set up its international supply chain to quickly increase production capacity for the antiviral Tamiflu to 400 million treatment courses. He and Dr. Yadav then went on to describe the logistical challenges of swiftly deploying emergency medications from central warehouses to remote parts of the world.

The event highlighted that the WHO, individual countries and industry have taken many important measures to provide rapid responses to emerging health threats. Still, adequate preparations for a true global healthcare crisis would require an ongoing investment beyond today’s levels. On the one hand, developing nations (where many potential threats emerge) cannot cover such

costs out of their already over-stretched healthcare budgets. On the other hand, public health policies in developed nations tend to cut funding for underutilized resources (such as hospital beds or stockpiled drugs), thereby eliminating the very surge capacities required in case of a crisis.

Covering the cost of preparing for something that may not happen requires a “risk management” mindset that is today more prevalent in the military/security sectors than in healthcare. After all, most countries would not dismantle their air defense system just because it has not been used for a few years. But the next deadly enemy many nations will face may well be an emerging virus.

For further details about this event, please contact [Gregory Hustache](#) (MBA’06D). For more information about the INSEAD Swiss Healthcare Industry Club, please contact [Chandra P. Leo](#) (MBA’02D) or [Aleksandar Ruzicic](#) (MBA’97J)

*P.S. In his presentation, Dr. Rodier emphasized that the next pandemic was a question of “when”, rather than “if”. Less than three weeks after this event, the WHO reacted to an outbreak of swine influenza (A/H1N1) in the U.S. and Mexico by declaring a Public Health Emergency of International Concern. As of 1 June 2009, >17000 cases in >60 countries had been reported.*

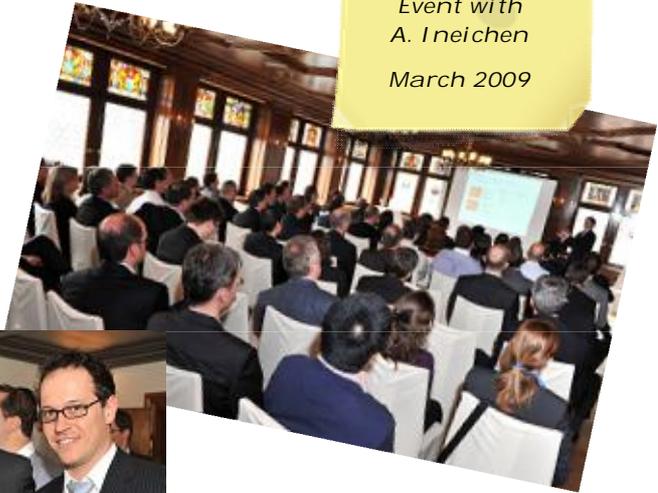
You can find Dr. Rodier’s presentation at: <http://www.InseadHealthAlumni.net/otherevents.html>



## Past Events



*Luncheon  
Event with  
A. Ineichen  
March 2009*



*Verbier  
Ski week end  
2009*



*Tour of  
Botanical  
Garden , Basel  
June 2009*



# Career Representative

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## Career Services Representative

We are looking for a person as a volunteer (Alumni, spouse or otherwise) who may well be active in the industry of Executive Search, to help as a point of contact for the Career Services department in Fontainebleau. The tasks may involve any or all of the following:

- Cultivate local recruiters
- Ensure jobs continue to be posted on Careerlink
- Select and advise on industry experts as career development advisors
- Post local career reference lists, such as executive search, outplacement and specialised lawyers
- Help develop and promote local career coaching and networking sessions and events

The task is anything but gargantuan and the above is an ideas list – the only really important criteria are an open mind, a willingness to communicate and sharing the enthusiasm of fellow committee members.

Send me an email to [Andrew.Hunziker@alumni.insead.edu](mailto:Andrew.Hunziker@alumni.insead.edu) or to Nathalie at [insead@bluewin.ch](mailto:insead@bluewin.ch) .



[insead@bluewin.ch](mailto:insead@bluewin.ch)

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

### INSEAD ALUMNI ASSOCIATION SWITZERLAND

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