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Committee
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The President's message

As the new President of your Alumni Association, I would like to take the opportunity to remind you of the benefits we bring to our members, under three broad headings:

Interacting and learning from other graduates and business leaders:

- Monthly member-only speaker events in Basel, Geneva and Zürich which are a great platform for networking with other alumni across a wide range of promotions.
- Industry-specific events focused on networking and top-end speakers run by the INSEAD Healthcare Club and IPEN.
- Ad-hoc events for other industries – these are often open to other top Business Schools.

Having fun:

- Social events such as the Business School Ball, random dinners and after-work drinks.
- Sporting events such as the Zürich Dragon Boat Race, golf tournaments and ski weekends.

Accessing central services provided by INSEAD such as online Advanced Alumni Search, Career Advisory Services and the CareerLink Jobs Board.

I hope you will come as often as you can to our events and I encourage you to ask non-member alumni to join the Association. Over thirty volunteers contribute to the Association and its Chapters in Basel, Geneva and Zurich. We are always looking for more volunteers to spread the load and add creativity!

Lastly, I would like to thank our previous President, Andrew Hunziker, for the great job he has done over the last three years. He remains on our Committee and we look forward to his continued contribution and support.

Richard Bissonnet

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Events Update

Zürich

March 8th

INSEAD /iPEN Panel

Discussion : "Early Stage Investing in Switzerland – how are we doing?"

April 13th, 2012

Random Dinners

14 November 2012

*Speaker event: Urs Rohner
Chairman of Credit Suisse*

Boot Camp with INSEAD
Prof. Paul Kewene-Hite

Details to follow

Basel

Monthly Evening Drinks

take place on the 2nd Saturday of each month

Reunion Weekends

Europe Campus

26 - 27 May

*5yr and 10yr reunions for
MBA '07 J&D and '02 J&D.*

12 - 14 October 2012

*Reunions for MBA classes
'62, '66, '72, '77, '82, '87 J&D,
'92 J&D and '97 J&D.*

Geneva / Lausanne

May 9th

*Lunch-Conference on
Management Buy-Ins*

Speaker Meetings

*Geneva has a great pipeline
of speakers for the coming
months. Final schedule to be
released in February*

Monthly Drinks

Every 4th Thursday

Special Interest Groups

Interest Groups provide an excellent way of leveraging the friendships and the network of resources that our alumni association offers.

At an international level, Sven Kado has highlighted the importance of 'diverse events'. At a local level, the Swiss IAA has already created very successful clubs for Healthcare and Private Equity.

Are the existing interest groups diverse enough, or would you like to see closer alumni collaboration in other subject areas?

From the early feedback we have received, the three subject areas with wide appeal are:

- Private Banking
- Entrepreneurship and Early Stage Ventures
- Wine Appreciation and Investment

We'd like to hear from you on this, so please share your opinions by email to insead@bluewin.ch

Campus News

INSEAD has announced news that two of the executive programmes will now be offered on the Singapore campus – the Global Executive Master of Business Administration (GEMBA) programme, and the Advanced Management Programme (AMP) which will take in the first promotion in March.

Basel Group Activities

Small, but perfectly-formed, the Basel chapter greeted the festive period in true INSEAD style with the annual Christmas dinner at the iconic Trois Rois hotel on the banks of the Rhine. It was an evening of exquisite food, smooth jazz and unparalleled company, enticing visitors from such exotic locations as Zurich, Bern, Paris and the Novartis St. Johann campus. An impromptu encounter with a Swiss choir at the after-party ensured the merriment continued long into the small hours.

With re-thinking and re-structuring very much the Zeitgeist of 2012, the Basel INSEAD chapter is no exception, and we are very much in the 'building' phase of our community, seeking to re-connect the surprisingly large INSEAD community in the region. Whilst we have had a

good range of ages at recent events, those from promotions of the last five years are particularly well-represented and we acknowledge that there is much to do to identify and involve alumni from earlier generations. Please spread the word – if you have friends or colleagues who are alumni and aren't yet aware of the Basel chapter, do let us know. We'd love to get them back in the loop.

The eternal revolving door of expat living is a challenge to the sustainability of our small community, with several members of the existing committee likely to move on at some point this year, but we always extend a warm invite to all INSEADers in the area, regardless of how long you might be staying. Indeed, if you

are likely to be spending longer periods in our beautiful city, please do let us know if you'd like to join the committee, or get involved with coordinating the odd event. We always welcome good ideas for events and/or interesting speakers, and we long to find someone who might be able to explain what is going on during the Fasnacht celebrations in February.

Basel Committee

Alexandre Olsen (Co-Presidents)
Ewan Lamont (Co-Presidents)
Marc Galin
Monika Daef
Mihai Teognoste
Noel Ortiz

Zurich Group Activities

After the summer break, a group of enthusiastic INSEAD alumni once again fought in the annual business school **dragon boat** competition. It has been decided that next year the INSEAD team will win...

This year's cultural event was held in the **Museum Rietberg**. We visited the world's first culturally comparative exhibition on mysticism called "Mysticism – Longing for the Absolute". The exhibition explained the lives and works of several mystics selected from the great religions of the world. Our excellent guide provided us with fascinating insights, and all of us enjoyed this enriching intellectual challenge, followed by a pleasant cocktail.

Later in the fall, our traditional joint speaker event with Harvard, IMD and Berne-Rochester took place in the noble halls of the hotel Baur en Ville at Paradeplatz. The considerations of Swiss monetary policies presented by Swiss National Bank's then vice-president (and, possibly, permanent future president?), **Thomas Jordan**, fell on fruitful grounds: the moderator had to limit the number of questions asked by the participants in the Q&A session.

Shortly thereafter, we met again in the Zunfthaus zur Meisen for a luncheon with **Stefan Lippe**, the CEO of Swiss Re Ltd. He explained to us how reinsurance companies cope with large loss events and how they act as shock absorbers.

Besides these formal events, we continued our traditional **Drink Events** at the Imagine Bar in Zurich main station. These informal gatherings are regularly attended by twenty to thirty INSEAD alumni, and more often than not you stay longer than previously anticipated...

Zurich Committee

Alexander Wyss, President
Matthias Frieden, Treasurer
Dorothee Deuring
Domenic von Planta
Rajiv Shetty

Geneva Area Activities

After the Swiss IAA Annual General Meeting at the Hotel de la Paix in Geneva in September, the Geneva IAA had a busy second half of 2011.

In addition to the monthly drinks, held regularly in Geneva or Lausanne, **Craig Churchill** of the ILO spoke to the Association in October on micro-insurance and how to offer such security to the bottom of the income pyramid.

In November, **Sandro Grigoli**, who hails from a venture capital and entrepreneurship background, shared with us aspects of what constitutes a successful entrepreneur and what it takes to launch your own business.

On a more social note, the 2011 edition of the yearly Random Dinners was another resounding success, with over 70 alumni

sharing tables all over the Romandie at the homes of several generous hosts and celebrating the INSEAD spirit.

Last but not least, the Business School Ball, organized by Harvard and NYU this year, provided an excellent opportunity to meet other MBA alumni, while the INSEAD Christmas lunch in December helped us end the year on a relaxed note.

2012 then kicked off with a packed business luncheon featuring State Secretary **Marie-Gabrielle Ineichen-Fleisch**,



who as the Director of the State Secretariat for Economic Affairs

spoke to us on the challenges of Switzerland's foreign economic policy.

We're therefore again looking forward to an exciting year, shared with our fellow INSEADers.

Geneva Committee

Bernhard Escher (President)
Alberto Salvador (Vice President)
Oengus Ramsay (Treasurer)
Philippe Mauron
Yves Haldemann
Sébastien Simon
Ramon Portas
Leila Ojeh
Sonja Fabjan
Yoann Bernier
Rumiana Dorlas
Lukas Kunz

INSEAD Private Equity Network (iPEN)

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.

On September 21, iPEN held an event to reflect on sustainable investment strategies that provide both financial and social returns: "**Doing Well by Doing Good**".

Panel Participants included Anat Bar-Gera (4G Africa, Chairperson), Beat Lüthi (Albers & Co, CFO), Tobias Reichmuth (SUSI Partners), Dr. Bernd Schanzenbächer (EBG Capital, Managing Partner), Johannes Weber (Social Venture Fund). The panel was hosted by Dr. Mirjam Staub-Bisang.

Our next event is an iPEN panel event in May 2012. Details to follow



Worldwide, over 2000 INSEAD alumni are active in the healthcare industry and related sectors. In Switzerland, a healthcare-focused alumni group, the **Swiss Healthcare Industry Club (cHIC)**, has existed since 2005. Our last event took place in September 2011, for the second time as part of the BioValley Life Sciences Week programme. We piloted for the first time a well-received format, the “CEO Roundtable” with three CEOs/Entrepreneurs talking about three highly interesting companies:

Dr. med. Andy Fischer (CEO and founder, MEDGATE), Dr. Urs Matter (CEO Nanosurf) and Dr. Othmar Pfannes (CEO and founder, Genedata):

“Building global healthcare/life science leaders” CEO Roundtable



- 21 September 2011, Congress Center, Basel
- CEO panel as part of the BioValley LifeSciences Week programme
- Organized by Aleksandar Ruzicic

Strengthening of the regional partners and sponsors

Starting at the beginning of July 2011, we have strengthened the INSEAD Swiss Healthcare Industry Club further. First of all, we would like to thank Endeavour Vision for their great support during the last years in boosting our Lake Geneva activities considerably! We will have now three regional partners for future locations of our events: Basel, Bern and Zurich, and are also looking for a new Regional Partner in the Lake Geneva area. Our regional partners will help us organize events and also invite interested healthcare/ life sciences experts. In addition, we have also broadened our sponsor base to four as outlined below – one last sponsorship opportunity for the amount of CHF 5,000 is still available and will be allocated on a first-come first-serve basis.

Regional Partners (alphabetical by city)

Basel

Bern



Lake Geneva area

Zürich

Opportunity for an institution



Sponsors (alphabetical)



Opportunity for an institution

Hold-the-dates

While we have no announcement yet on concrete next events organized by cHIC, we want to inform you about specific healthcare/life sciences events organized by partner organizations and the global INSEAD Healthcare Alumni Network:

Economist Conferences, Healthcare in Europe, March 22, Geneva

(see www.economistconferences.com/europehealth)

World Medtech Forum Lucerne, September 25-27, Lucerne

(see www.medtech-forum.ch)

INSEAD Healthcare Alumni Summit 2012, October 4-5, London

(see www.inseadhealthalumni.net)

Get involved

If you would like to suggest topics/speakers for future events or are interested to become a sponsor, please let us know. You can also learn more about upcoming alumni activities in the healthcare sector by:

visiting our website: www.inseadhealthalumni.net with more information about our upcoming INSEAD Healthcare Alumni Summit 2012 on October 4-5 in London

joining our LinkedIn group (“INSEAD Healthcare Alumni Network” with Swiss subgroup)

contacting us by email:

Aleksandar Ruzicic:
aruzicic@ch.imshealth.com

Chandra P. Leo:
chandra.leo@hbmpartners.com

We look forward to hearing from you.

Newsmakers

The Board of Directors of STC Switzerland Travel Centre AG has appointed **Michael Maeder** (IEP'07Mar) as its new CEO. Micheal has a wealth of management experience in Swiss and international companies in the travel and tourism sector. He will assume his new position on 15 February 2012.

Knud Elmholt Stubbjær (YMP'89Oct) was elected a member of the Board of Directors of Panalpina World Transport. Knud has extensive experience of shipping and maritime services, including previous roles as CEO of the Container Business Division of the Moller-Maersk Group and CEO of E.R. Schiffahrt GmbH, a subsidiary of E.R. Capital, where he has been Vice-Chairman since 2010.

The Board of Directors of SIX Group Ltd has named **Niklaus Saatchi** (IEP'09 Dec) as CEO of their new integrated division and a member of their Executive Board with effect

from 1 January 2012. Niklaus has a wealth of experience in the processing and acquiring side of cashless payment transactions and an excellent understanding of the European markets. He has been CEO SIX Pay since 2008.

Dr Fritz Kunz (AMP'86 Jul) has been appointed Chairman of the Board of Numab AG, privately-owned Swiss biotech company located in Zurich. The company has proprietary breakthrough technology for discovering antibodies. Fritz brings decades of board experience in the pharmaceutical industry, and an excellent business network "that will be instrumental in turning Numab into a high-value company."

Konstantin Winterstein (MBA'04J) has joined the Board of Directors of Clariant International, a world leader in performance chemicals. Prior to joining Clariant's Board of Directors,

Konstantin served as a Member of the Supervisory Board of Süd-Chemie AG.

Jens Alder (MBA 87J), currently chairman of Sanitas Krankenversicherung, one of Switzerland's largest health insurers and RTX Telecom A/S of Denmark, and a former CEO of Swisscom, has been appointed to the board of CA Technologies, a US-based global leader in IT management software.

Brigitte Morel-Curran (MBA 78) has been appointed Country Managing Director Switzerland for Korn/Ferry International. Brigitte has had a distinguished career in consulting in the United States with Korn/Ferry, Cap Gemini and Ernst & Young Consulting.

Arthur Vayloyan (MBA 95D) has become head of Private Banking Switzerland for Credit Suisse following a number of years as head of bank's investment services and products unit. Arthur also serves on INSEAD's Swiss National Council.

Board Development Programme

IN-BOARD is a programme was primarily designed by INSEAD and our Alumni. The programme trains prospective candidates to become effective Non-Exec Directors, with the associated goal of providing a better exchange of Non Executive Directors for medium sized-companies and family firms.

The IN-BOARD initiative consists of a local workshop series in each host country, in tandem with a "Leadership Workshop" on the Fontainebleau campus in November each year. Current sponsors include Freshfields, KPMG, Korn Ferry and Alix Partners.

The programme was pioneered in the Netherlands, and is currently also offered in Germany. There is growing interest in offering a local Swiss programme.

Excellence, and is there a future for 3 Michelin Stars?

For an exceptional chef who has maintained 3 Michelin stars at the Waterside Inn for over 25 years, this might seem at first as an unusual title for his keynote speech at our 2011 AGM. Yet after 45 minutes of hearing Michel Roux speak, with his usual passion, feeling and understanding of all that is good in the culinary world, it was clear to all that he was right to ask the question. With a professional experience spanning nearly six decades, he has seen many changes and much evolution in this highly challenging world of top level gastronomy.



Michel Roux

He explained to the benefit of many the subtle differences in one, two and three stars, and the massive investment

needed to move from one level to the next. For instance, whilst the difference in dishes served between a two star and three star restaurant may be comparatively small to the inexperienced diner, the degree of input in its elaboration is nearly double, as reflected by the number of kitchen staff. And yet, as one remarked, if the prices are not double, which they rarely are, what incentive would there be for a two star chef to seek that third star? That, replied Michel Roux, is because the three star chef also earns more through his external contracts, as consultant and publisher of books and videos, than would a two star chef: such is the prize of celebrity.

However, the point Michel Roux sought to make was whereas for the three star chefs of old, who strove for a lifetime to reach the summit of their craft, the new generation have a much shorter time frame. It used to be that top chefs emanated not from restaurants, but from the "grandes familles", whose stringent re-

quirements and social engagements made those chefs be most creative and push themselves to the highest limits, where excellence was achieved daily in comparative anonymity. In the sixties, nearly two thousand top level chefs excelled in their craft in stately homes around France.

*And what of excellence?
That, he said, is not a simple
matter of judgment!*

Today that number has reduced to fewer than one hundred.

And what of excellence? That, he said, is not a simple matter of judgment.

It is more than the best one can achieve, it is the constant belief that one can and always should strive to achieve it. To accept second best, or mediocrity, is to fail in excellence. For all of us in the room, who were all charmed, entertained and enlightened, there was no question in which camp he belonged.

Women's Initiative Awards

INSEAD helped create the Cartier Women's Initiative Awards, an international business plan competition for women entrepreneurs.

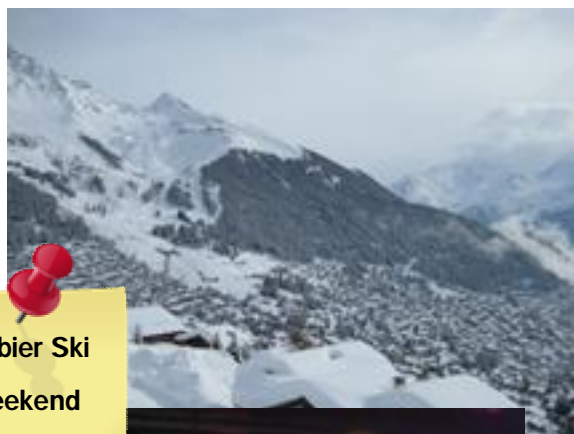
Since its inception five years ago, it has provided support, visibility and coaching to 76 women heading businesses in countries across the globe. INSEAD provides business coaching to Laureates.

Let any suitable candidates know that the current application period will end on March 13, 2012.

Past Events



Daniel Labreque (former IAA President) MBA'81,
Helen Vasilevski MBA'98, Elisabeth Metzger MBA'82



**Verbier Ski
Weekend**
January 2012



Helen Vasilevski MBA'98, Sandro Grigolli MBA'95,
Narges Berry MBA'11, Andrew Hunziker MBA '93



Rolf & Anna Abdon (former
IAF Chairman), MBA'70

**AGM: Gratitude
to Philippe
Mauron (former
GE president)**



**AGM: Speaker
and Guest of
Honour Michel
Roux**

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