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## The President's message



Dear Alumna, dear Alumnus,

As we approach the end of June 2010, so our celebratory 50th anniversary year draws to a close. But not before numerous high profile events have marked the occasion. At our EGM in January, the Assembly was unanimously in support of the motion to be one of the 50 co-founding members of the INSEAD Alumni Association Scholarship Fund. In the course of the celebrations which took place in Fontainebleau during May, a certificate in recognition of our contribution (see inside) was given to me on behalf of our Association and I was shown a commemorative plaque with the name of our Association fastened in pride of place on the wall outside Amphi A.

The celebratory weekend from the 14<sup>th</sup> to 16<sup>th</sup> May also hosted the Leadership Summit, which featured many outstanding keynote speakers, quite a few of whom were also among our distinguished fellows as "50 Alumni who changed the world". As ever, returning to Fontainebleau is a highly stimulating experience: hearing successful entrepreneurs and their ventures, professors delivering powerful messages on the latest in world affairs and business or even thought provocative debates arising within the panel discussions.

But what I shall remember most is the talk by Claude Janssen, who retraced the steps of a long journey over a half a century. He steps down this year as Chairman of the INSEAD Board in favour of Franz Humer, Chairman of Roche Holdings. In his talk to the Presidents of the Alumni Associations, he pointed out how the 50<sup>th</sup> anniversary really brought home the value of a strong Alumni Association to the school, and how it leverages the INSEAD brand. This couldn't be better illustrated, he added, than by the outstanding Family Business Conference (FBC) he attended in Geneva on May 6<sup>th</sup>.

You can read more on the FBC inside these pages, where a number of our Swiss National Council members, Patrick Firmenich, André Kudelski, Rémy Best and André Hoffmann played a huge role in the success of the event through their dynamism and their frank and honest insights. They were joined by fellow Alumnus Pierre-André Maus, faculty member Christine Blondel and Claude Janssen. One cannot understate the extraordinary contributions of the Geneva committee, and in particular Alexis Iche and Colin Turner.

Looking back over the past 6 months, I realise that the FBC was but one of many outstanding events and I am proud to be part of a body that displays such enthusiasm and willingness to create them. Success begets success and this momentum is followed through by many more stimulating and diverse occasions for us to meet in the months to come. I look forward to seeing you at one of these in the very near future and hope many of you will join us for the AGM on September 2<sup>nd</sup> in Zurich.

Best Wishes  
Andrew Hunziker

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# Events Update

## Zürich

### **June 29th**

*Public viewing Soccer Game  
FIFA World Soccer Club,  
Round of Sixteen*

*Venue : Hiltl WM Lounge,  
Innenhof Landesmuseum*

### **August 29th**

*Dragon Boat Race  
(SAMBA Event)*

*INSEAD to participate with  
an own team in the Samba  
Dragon Boat Race*

### **September 2nd**

*Annual Meeting at the  
Bührle Art Foundation*

### **October 27<sup>th</sup>**

*iPEN (Insead Private  
Equity Network) panel  
discussion, Zunfthaus zur  
Waag (more details coming  
soon)*

### **November 25th**

*Joint Speaker Event (with  
Harvard, IMD, Bern-  
Rochester)*

*Martin Senn, CEO Zurich  
Financial Group  
Swissôtel ZH*

## Basel

### **Monthly Stammtisch Evening Drinks at Noohn, 2nd Thursday of each month**

*July 8th*

*August 10th*

*September 9th*

*October 14th*

*November 11th*

*December 2nd*

### **September 7th**

*Quarterly Lunches @ Café  
Spitz*

### **September 23rd**

*Healthcare Event*

### **Q3 2010**

*INSEAD-Accenture Golf  
Tournament (more details  
coming soon)*

### **December 2nd**

*Christmas Dinner*

## Geneva / Lausanne

### **June 30th**

*Business schools' Summer  
Drinks at La Potinière  
(jardin anglais)*

### **July 4th**

*50<sup>th</sup> Anniversary Garden  
party*

### **July 14th**

*Summer Lunch and General  
Assembly (Geneva Group)*

### **August 11th**

*Summer Lunch*

### **September 8th**

*Lunch-Conference with  
Claude Béglé*

### **October 13th**

*Lunch-Conference with  
Patrick Odier , President of  
the Swiss Bankers'  
Association*

### **November 10th**

*Lunch-Conference with  
Avivah Wittenberg-Cox,  
Author on Gender Issues*

### **December 8th**

*Lunch-Conference with Ian  
Hudson, President of  
DuPont EMEA*

# Basel Group Activities

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## Keeping the organization

### Momentum

I am pleased to welcome Margherita Fontana (EMBA'09) as Vice-President of the local chapter for the current year and Olga Alekseychik (MBA '02) as our monthly Stammtisch organizer. The dedication of our alumni to keep the INSEAD spirit alive allows us to continue offering events to you.

The local Treasurer role is still open for 2010, so feel free to contact any member of the committee if you wish to take on that role.

I would also like to announce that this will be my last year as President of the Basel Chapter.

If you are interested in leading INSEAD activities in Basel in 2011 please contact Mafalda Tenente and Andrew Hunziker.

### Our recent activities

Close to the end of 2009 the monthly Evening Drinks/Stammtisch was revived and is now a standing event on our calendar in collaboration with SAMBA.

The Christmas Cooking Event was one of the most fun, interactive events we have had the pleasure of organizing in Basel. A wonderful Thai meal was the result of concerted team effort under the guidance of our experienced hosts, Les Cuisines Cartier.

In June INSEAD alumni in Basel enjoyed a private tour to the Art Basel, the world's leading contemporary art fair.

*Mafalda Tenente*

Join our INSEAD Basel facebook group (exclusive to INSEAD network members):

<http://www.facebook.com/group.php?gid=18729730432&ref=ts>



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# Zurich Group Activities

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In the past months, the Zurich committee re-established the after work drinks and noticed that such gatherings are in high demand.

Already at the first drinks event more than 25 alumni showed up. It is our intention to continue these informal events on an irregular basis. The panel discussion co-organized by the Zurich group and iPEN (Insead Private Equity Network) was a great success, and we were all particularly proud to have our alumnus Alain Nicod (MBA'83J), a well-known figure in the VC and angel investing scene, among the panelists. Nils Granath (MBA'99D) of Swisscom's investment group, moderated the panel. In May, we gathered in the premises of Google and learned about Google's business model, mission statement etc.

After the speech given by Google's Sales Manager, Beat Bühlmann we were particularly pleased to receive unfiltered information from our co-

alumni and Google insiders Christian Miccio (MBA'05D) and Raphael Leiteritz (MBA'04J)

And of course we enjoyed the terrific Google food including the famous Google burger. In June, alumnus Jean-Louis Cehovic (MBA'98D) organized a visit at ExecuJet Aviation Center where we obtained insights in the privileged world of private jets.

We will close the pre-summer season by watching a soccer game at the Landesmuseum. On 29<sup>th</sup> August, we will participate for the first time in the SAMBA dragon boat race competition. After this sportive and family event, we will visit the famous Bührle Art Gallery (Sammlung E.G. Bührle) where we will also hold the annual general meeting of our association. In addition, we plan to re-establish the INSEAD tradition of random dinners.

The Zurich Committee recently welcomed Stefan Schwarz (MBA05) as new member. The committee

currently consists of Alexander Wyss, president, Matthias Frieden, treasurer, Shivani Kannabhiran, and Rajiv Shetty.

*Alexander Wyss*

### PAST EVENTS:

#### **Re-launch of the Zurich After Work Drinks series**

24 February 2010  
29 March 2010

#### **The Private Equity Food Chain**

March 25, 2010

#### **Visit of Google**

*Do you really know Google?*

18 May 2010

#### **Jets & MBA Event –**

*Visit at ExecuJet Aviation Centre, Zurich Airport*

17 June 2010

## Geneva Group Activities

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The first part of 2010 witnessed a constantly full agenda in celebration of the school's 50<sup>th</sup> anniversary.

Our January lunch gathered numerous participants around **Prof. Susan Schneider**, previously professor at INSEAD, who shared with us her views on managing through cultural diversity. February marked the first visit to the Geneva Alumni Association of **INSEAD** founder **Claude Janssen**, who evoked memories and amusing anecdotes from early years when he launched the school with General Doriot. In March we enjoyed our **After-Work Drinks** at the jazz bar Halles de l'Ile, on the Rhone river, and a **Networking Lunch** where participants used and abused their liberty of free speech during the meal. On March 22, thanks to the kindness of the Friends of the Orchestre de Suisse Romande, we hosted a very special **Philharmonic Night**, consisting of a private session of the general rehearsal of their coming concert: the music and ambiance were as magnificent as the dinner following was crowded. Definitely a great success! In April we enjoyed another **After-Work Drinks** as well as a lunch-conference with **Jean-Claude Biver**, the amazing

entrepreneur currently at the head of Hublot Watches, who took us, in a breath-taking 30 minutes, through his gospel on the values and practices essential for creativity and success in business: it took us the rest of the this joint-lunch with IMD and Harvard to recover. In early May we hosted the INSEAD 50th Anniversary **Family Business Conference in Geneva**, which proved to be a highly visible and successful event for family business owners in Western Switzerland (see a fully fledged report in the next article). Later that month, our yearly conference in Lausanne featured **Mark Leenders**, a Nespresso executive who shared with us his experience of building this great commercial success story over the last 15 years. In June, we were briefed on the future of alternative investment strategies by **Yves Robert-Charrue**, Executive Board Member of Bank Julius Baer.

On the last day of June, we will gather with alumni from other business schools for the now traditional **Business Schools' Summer Drinks** in Geneva's lakeside park.

The festive events around the school's 50<sup>th</sup> anniversary are not yet

over as we shall all gather on July 4<sup>th</sup> at George Mueller's lakeside mansion for a **Garden Party**, an opportunity for all of us and our families to rejoice together in a fantastic environment on the shore of Lac Léman.

Following two casual summer lunches in July and August, we shall resume our activities at the usual pace, starting with a highly visible speaker at our September lunch (**Claude Béglé**, former Chairman of Swiss Post), followed in October by the President of the Swiss Bankers' Association (**Patrick Odier**), in November by a famous author on Gender Issues in the Business Place (**Avivah Wittenberg-Cox**, also an INSEAD MBA) and, in December, by the President of DuPont EMEA (**Ian Hudson**). In addition we will continue throughout the fall to year-end with our **After-Work Drinks**, the **Random Dinners** and, finally, the **Business Schools' Ball**.

I hope the program is appealing to you and I am looking forward to seeing you again soon.

Philippe Mauron





# Family Business Conference - May 2010

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*The Geneva Chapter celebrated the 50th anniversary of the foundation of INSEAD by hosting a **Family Business Conference** on 6th May: over 100 guests attended, representing a wide variety of business categories and ranging from those currently in their start-up phase to those that have been managed by the same family for over 10 generations.*

**Claude Janssen**, introduced the audience to INSEAD and, in particular, to the work that it undertakes with Family Businesses: **Andre Hoffmann** (MBA'90D), Vice-Chairman of healthcare group Roche Holding, entertained the attendees by recounting how he had benefitted positively from his time at INSEAD before addressing some of the issues that arise when balancing the differing interests of share-holders in a listed company, the management and the family, and detailed how Roche has addressed this directly by establishing a tri-partite administrative counsel, consisting of members of the administrative family, the management and independent directors.

The panel discussion was moderated by **Christine Blondel** (MBA'81J), Professor of Family Business at INSEAD.

The panel featured: **Remy Best** (MBA'93D), a non-family member who is a Managing Partner of Pictet & Cie, a private banking partnership that stretches back more than 200 years; **Patrick Firmenich** (MBA'90J), a 4th

generation family member who is the current CEO of the private flavours and fragrances company Firmenich; **Andre Kudelski**, a family member who is the current CEO of the listed digital electronics company, Groupe Kudelski; and **Pierre-Andre Maus** (MBA'96D), a director and a member of the succeeding generation of retailers Maus-Freres.

The panel addressed many very practical issues regarding the organisation of the family vis-a-vis the management: aligning the interests of the management and the family, the family's internal decision-making process, the selection of the family's representatives, the need for a clear, single family 'voice' towards the management, and the family methodology for transferring shares between family members. The conversation was wide-ranging and, among other things, touched on the balance between maintaining the business and making money, the role of philanthropy and the importance of the 'collective' memory within a family business.

I extend my thanks to the participants for making the event such a success and to our generous sponsors for supporting the event, Pictet & Cie, Berney Associates, Bory Immobilier and Vacheron Constantin.

Finally, I congratulate Alexis Iche (MBA'07D) and the team who organised this very interesting and enjoyable event.

Colin Turner (MBA'96D)

## Healthcare Industry Club

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The **INSEAD Swiss Healthcare Industry Club** is happy to announce the following upcoming events:

### **24 June 2010 – “The Future of Lifestyle Drugs” (Lausanne)**

6:00 pm, Rolex Learning Center, EPFL, Lausanne

This evening event starts with a guided tour of the new Rolex Learning Center at EPFL and is followed by a speech and Q&A with Professor Rod Flower from London, an authority in the area of lifestyle drugs.

Registration required: [INSEAD@bluewin.ch](mailto:INSEAD@bluewin.ch)

### **23 September 2010 – “Unleashing the full growth potential of life sciences” (Basel)**

6:00 pm, [venue to be confirmed], Basel

As a highlight of the annual BioValley Life Sciences week, the Swiss Healthcare Industry Club will organize a panel discussion with thought leaders from biotech, pharma, academia and finance. Further details to be announced.



**INSEAD Healthcare**  
Alumni Network

### **8 October 2010 – “INSEAD Healthcare Alumni Summit 2010” (Paris)**

Full-day conference, Maison des Arts et Métiers, Paris

The Summit is organized by the INSEAD Healthcare Alumni Network, a group of over 500 INSEAD alumni working in the healthcare sector worldwide, and supported by the school. This year's full-day, international conference will focus on topics including “Chronic Diseases” and “Emerging Economies” and feature a number of breakout sessions. Like last year, approximately 150-200 executives (most of them INSEAD alumni) from 20 different countries and various sectors of the healthcare industry will attend this high-profile event..

To learn more about these and other healthcare-related activities or get involved on the Swiss or international level, please visit our website:

- [www.InseadHealthAlumni.net](http://www.InseadHealthAlumni.net)

and contact:

- Chandra P. Leo (MBA'02D) –  
[chandra.leo@hbmpartners.com](mailto:chandra.leo@hbmpartners.com)

- Aleksandar Ruzicic (MBA'97J) –  
[Aleksandar\\_Ruzicic@ch.rolandberger.com](mailto:Aleksandar_Ruzicic@ch.rolandberger.com)

## Invitation to AGM and Guided Tour of Art Gallery

Sammlung E.G. Bührle (Art Gallery)

Zollikerstrasse 172

8008 Zürich

On Thursday 2<sup>nd</sup> September

AGM at 18:00 sharp.

### Programme

17.30 Doors open and  
registration

18.00 AGM

18.40 End of AGM

19.00 Tour of Art Gallery

20.00 Cocktail and Finger Food

21.30 Close

Cost: more details coming soon



Bührle Art Foundation ZH

### Agenda

- 1.- Welcome and Quorum
- 2.- Approval of Minutes
- 3.- President's report
- 4.- Regional Report
- 5.- Presentation of accounts and budget
- 6.- Audit Report
- 7.- Approval of accounts and budget
- 8.- Release of committee
- 9.- Appointments of committee and of auditors
- 10.- Approval of new Association Statutes
- 11.- Any other business



# Career Representative

## INSEAD Switzerland Career Representative

Last summer, Kira Heizer Biber (MBA 1990 Dec) became the Swiss Career rep. Her primary role is to liaise regularly with the INSEAD Alumni Career Services in Fontainebleau on matters related to career services and to update the Swiss alumni/ae on the activities and opportunities offered there. Kira, who after graduating from INSEAD was in finance functions at both P&G and Japan Tobacco, is currently an Executive Search consultant at Lutz & Partners in Geneva.

As a member of the Swiss Alumni association, you have access to a range of alumni career services including Career Link, the in-house job board and CV bank used by recruiters, as well as an advisory platform that gives you access to career development support and advice. There is even telephone coaching available for our alumni members. INSEAD is adding new features to its INSEAD Career Link website all of the time. The Career Link database includes:

**INSEAD Alumni:** Our 40,000+ strong international network of past participants from the MBA, EMBA and more advanced EDP programmes (with equally rigorous admission criteria) offer an unparalleled range of expertise and experience at all career stages, sectors and regions.

### Current EMBA students:

Currently, INSEAD offers 2 Executive MBA programmes. 70+ participants join the 14 month global EMBA and 50+ enrol in a joint Tsinghua-INSEAD EMBA programme. With an average age of 35 and average work experience of 10 years, these executives bring a wealth of experience and proven leadership ability to your firm.

**Current MBA students:** Each year, 900+ MBAs representing over 70 nationalities attend INSEAD's 10 month full-time MBA program and graduate in July or December.

Please use Career Link for your own job search as well as for your recruiting needs.

### Recruiter registration and job posting in INSEAD CareerLink is entirely free to all.

**For the CV bank** searching all student profiles are free to all recruiters. There is a small charge to download *alumni contact details*: You can search, target and select on alumni profiles before downloading the contact details for your *selected* alumni at a cost of €10 per alum. (However, recruiters who are INSEAD alumni will *not* be charged.)

Follow the instructions below to **register on CareerLink** and start posting jobs free of charge

Go to <https://careerlink.insead.edu/compview/>

1. Select the 'Register with us' link.
2. If you are an INSEAD alum please tick the box confirming this - permitting you free download of CVs and contact details of all alums who have activated their profiles in CareerLink, in addition to current students.
3. Wait for the email of confirmation for your account validation.
4. Start posting jobs free of charge
5. And/or search alumni profiles and target those of interest

Download CVs and contact details for your selected profiles. Alternatively, wait for alumni to respond to your job postings

If you have any questions concerning CareerLink please send an email to

[careerlink@insead.edu](mailto:careerlink@insead.edu)



## Past Events



*Verbier Ski  
Weekend*



*Ski Outdoors  
Top of  
Mont-Fort*



*Salamander  
Road Challenge*



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

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

