

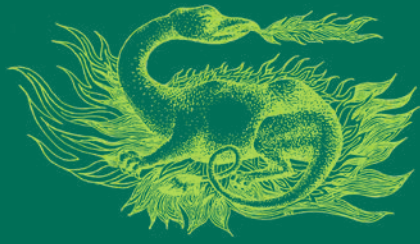


INSEAD

Alumni Association  
Switzerland

AN  
NUAL  
MAGA  
ZINE  
2018





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Switzerland and INSEAD are  
remarkably similar – both foster  
innovation, intellectual development,  
high-value creation and a respect for  
multiple cultures.

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Swiss Alumni make a difference

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## Imprint

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Networking, lifelong learning and forging friendships are key ideas underlying the association's activities, as is a commitment to firming ties with the school, with each other, and the Swiss ecosystem.

**I**NSEAD alumni worldwide are inspired by the idea that their education enables "business as a force for good", making progress in business and society possible.

INSEAD alumni in Switzerland are also making an impact! For example, our Swiss INSEAD Women in Business (IWIB) club took a stride forward in its second year as its founders, Laurence Amand-Jules, MBA'99D, and Mafalda Tenente, MBA'06J, took the initiative to create a country-wide mentoring program with over 80 participants.

Making an impact is what volunteers do when they develop Swiss alumni events that are popular, valued, and relevant, offering opportunities to make new connections and renew existing ones. Last year volunteers enabled more than 60 events and activities across the country, with 2018 well on its way to becoming even more eventful!

**Record-level Membership** It is a testimony to the vitality of the alumni community that our association's membership roll climbed to a record-breaking 1309 paid-up members in 2017. The LinkedIn Swiss alumni group has 590 members, and the size of the active Swiss alumni community is over 2400.

The Swiss committee members and I nurture ties to neighbouring and international alumni associations, as well as the INSEAD global alumni business clubs. For example, the Swiss association is now hosting the global INSEAD Healthcare Club.

**Future Generations** INSEAD alumni are also making an impact on future generations with the Swiss scholarship fund through donations and fundraising activities.

In closing, I would like to thank my fellow Swiss committee members, as well as volunteers for their service. More alumni than ever are attending events, renewing annual memberships, and making donations to the school, which makes my service position an enriching and satisfying experience. I am looking forward to seeing you at one of the upcoming events this year.

Alexander Wyss – President  
INSEAD Alumni Association Switzerland

# Great things happen when our school and alumni come together.

**A**t INSEAD, we are starting 2018 with great optimism and enthusiasm for the year ahead. Much of that optimism is inspired by you – our alumni community.

In the past year, many of you have stepped up your commitment to INSEAD, whether in the form of supporting school initiatives, participating in alumni events, giving generously or volunteering your time.

This engagement has had a meaningful impact on our school, and I am delighted to share a few examples below.

## Partnering for the greater good

In keeping with the INSEAD Alumni Vision 2020 agreement, INSEAD continues to work in close collaboration with the INSEAD Alumni Association (IAA), INSEAD Alumni Fund (IAF) and National Alumni Associations (NAAs). Together, we are stronger than ever and making greater progress toward our shared goals.

## Serving as an advocate for gender balance

Fifty years ago, INSEAD welcomed its first two women to the MBA Programme. This academic year (2017/2018), we are commemorating that anniversary with iW50, a celebration of the past, present and future of women at INSEAD. At the same time, we are reaffirming our commitment to gender balance through INSEAD's long-term initiative, the Gender Initiative.



## Funding our future

To fuel the momentum of our school, we must continue to encourage alumni giving across the globe. I am grateful to those of you who support INSEAD, and I invite other alumni to consider giving back. Great things happen when our school and alumni come together.

## Promoting lifelong learning

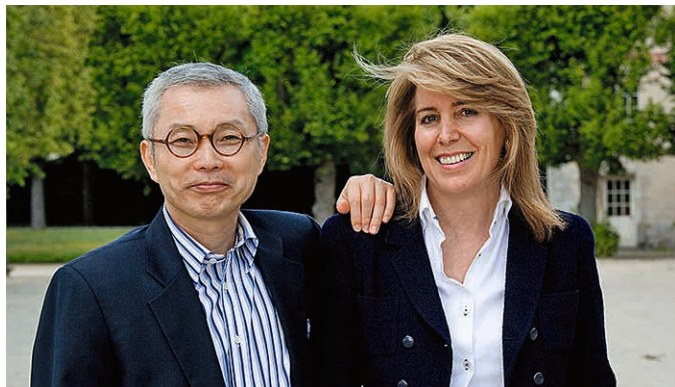
To provide you with more opportunities for Lifelong learning, we are continually expanding our portfolio of online programmes, open enrolment programmes, webinars and other executive-level offerings. At the same time, we are working to ensure that our Alumni Forums

address some of the most important issues facing management leaders today.

Thank you for all you do for INSEAD. Your support is what enables our school to go from strength to strength.

Best wishes for 2018!

Ilian Mihov – DEAN INSEAD



### INSEAD Faculty Make CASE Bestseller List Fontainebleau, France

Eleven INSEAD cases were awarded bestseller status in 2017 by the Case Centre, which holds the world's largest collection of management teaching materials written by over 8,000 researchers worldwide. INSEAD wrote 6 of the 10 best-selling cases distributed by the Case Centre over the past 40 years, including several titles by W. Chan Kim and Renée Mauborgne (shown here). Photo Credit: Blue Ocean Strategies.



### INSEAD Now #1 in Several Rankings Global

Bloomberg Businessweek named INSEAD #1 in its "Best International Business Schools 2017" rankings this year. QS, a leading global career and education network, also ranked the INSEAD MBA highly, with a number one in Asia and Europe, and second out of 232 schools globally in its inaugural QS Global MBA Rankings. INSEAD came in second place in the FT Global MBA Ranking, after two years in the top spot.



### Popularity of IN-BOARD Continues with 5th Edition for Swiss Alumni Zürich, Switzerland

The fifth Swiss group travelled to Fontainebleau in November 2017 to start their Board Initiative (IN-BOARD) training. The IN-BOARD program is an executive education created exclusively for alumni with customized local modules. It is offered by the Belgian, Dutch, German and Swiss alumni associations.

# EVENTS 2017

Refreshing the INSEAD spirit  
with learning and social events  
across Switzerland





The XXth edition of the INSEAD Verbier Ski Weekend was a milestone in the history of the Swiss National Alumni Association.

Over 50 alumni and partners travelled to Verbier for the twentieth year in a row to celebrate INSEAD spirit in a friendly and sporty atmosphere. They were welcomed by event organizers, Isabelle Schirmer, MBA'94D, Yves Haldemann, MBA'94D, and Philippe Mauron, MBA'95J, along with Alexander Wyss, MBA'01D, President of the Swiss National Alumni Association (NAA), and his wife Barbara.

"It was great to welcome so many alumni, especially to see the large number of younger alumni," said Isabelle Schirmer, who lives almost year-round in the renowned Western Switzerland alpine resort.

Four different sports activities were enjoyed in fresh and plentiful powder snow, including Extreme

Skiing for early birds, Easy Skiing for more relaxed participants, Ski Touring for the adventurous and snowshoeing for the wilderness lovers. Later, the group gathered at Scalco Restaurant after engaging with Danilo Bertocchi, Enterprise Sales Manager, Tesla, Switzerland, who shared his expertise on energy trends, e-mobility and innovation.

**Verbier Traditions** Alexander Wyss paid tribute to the event organizers who have held up the tradition over so many years (pictured above), including the founders of the event, Audrey Barchha, MBA'78, Denis Harran, MBA'81, their successors, Andrew Hunziker, MBA'93D, Helen Vasilevski, MBA'98D, and the current team: Isabelle Schirmer, Yves Haldemann, Philippe Mauron.

He said, "Rarely has the French saying 'les absents ont toujours tort' proved to be so true. The Verbier ski weekend has a long-standing tradition, is perfectly organized, great fun and an excellent opportunity to meet old and new friends from various chapters of the Swiss NAA. My wife Barbara and I will definitely return to enjoy the Mont Fort in full sunshine and the great hospitality of Valais."

Indeed, the Verbier tradition will go on in 2019. We welcome new participants and volunteers to participate in the next edition. Join the annual sporty fun!

January 2018

Next Verbier Ski Weekend is  
January 18–20, 2019.

## Innovators, business leaders & global brand executives sharing insights



Swiss Alternative Energy Association (AEE Suisse) and board member of several startups.

His view, based on decades of experience, encompasses the energy ecosystem with a focus on clean/alternative energy. He also described the chal-

lenges, trends, opportunities, the latest technologies and business models in the context of the past, present and future of energy generation and supply.

### Energy Transition: The Future Is Not What It Used To Be

Zürich Chapter

Today we still think of power generation and supply as a centralized, unidirectional, CO<sub>2</sub> generating business. However, in the future it will be a distributed, de-carbonized, data-rich, and flexible power industry. Just as computing underwent a fundamental shift in the mid-80's from a centralized mainframe paradigm to multi-directional and distributed, with localized PC processing and storage, so it will be with energy. It is a mega-trend creating opportunities for innovation, new jobs, investments, and economic growth.

The shift drives an almost urgent need for entrepreneurial engineers and creative MBAs. These are some of the insights shared by Gianni Operto, President of the

More than 35 alumni and guests attended this second energy event in Zürich. The first was Swiss "Electricity Market: Trouble Ahead?", featuring Jens Alder, Chairman of Alpiq Holding in November 2016. Both were organized and moderated by Pier Paolo Raimondi, MBA'97D, Managing Director Finadvice Group. More energy events are ongoing in 2018.

May 2017

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**See report:** The Future of Energy is Distributed, De-carbonized, Data-rich  
<https://www.insead.ch/archives/9178>





## Digitized Democracy Trends & Implications

Zürich Chapter

In August the INSEAD Alumni Association of Switzerland hosted forty-five alumni and guests at the elegant Zunfthaus zur Waag to engage with alumnus Costa Vayenas, IEP01Feb. His new book, *Democracy in the Digital Age: How we'll vote and what we'll vote about*, had just been released in July.

Costa recounted the thoughts that sparked the book project: Digitalisation is changing all aspects of how modern societies operate, but one sector appears to have been left untouched: democracy, or has it? His quest to find the answer resulted in the book.

He shared that disintermediation, "cutting out the intermediary or middle man between two parties", is happening in democracy, arguably the most important arena in society. It is changing the job of the lawmakers, citizens and politicians

As the former Managing Director of the Chief Investment Office, UBS, Costa Vayenas is an experienced analyst who has worked in the financial centres in London, New York and Zürich. His book is

based on a careful analysis of the data and a deep understanding of the likely financial consequences of these trends.

The well-attended event was organised by Richard Bissonnet, MBA'81, former Swiss NAA President.

August 2017

**See report:** Digitized Democracy Trends & Implications  
[www.insead.ch/archives/9855](http://www.insead.ch/archives/9855)

that better salary negotiation skills can go a long way to closing the persistent gender pay gap.

Pointing to research, he says there are external biases and value systems, as well as internal ones. When women want to improve career prospects and compensation more quickly, these biases and tendencies must be overcome. He offers counter-measures, illustrative stories, and easy to adopt approaches that increase confidence and aid in establishing authority, negotiating better compensation and more desirable outcomes.

**Encore Event** The Zürich event was a lively conference with a good deal of engagement from the 39 participants on hand at the Zunfthaus zur Saffran. It was organized by Marc Galin, MBA'99J, President Basel Chapter.



## Women & Negotiation with Giuseppe Conti

Zürich Chapter

Both Geneva and Zürich chapters of the Swiss INSEAD Alumni Association invited Giuseppe Conti, to share his experience, tips and formulas with Swiss alumni and guests. Giuseppe Conti is a popular negotiation lecturer and corporate trainer who believes

It was a repeat of an event held in March in Geneva in partnership with IMD alumni, which attracted over 70 participants. The Geneva alumni event was organized by Leila Ojeh, MBA'01D, former Geneva Chapter President.

March 2017

**See event details:**  
[www.insead.ch/archives/9498](http://www.insead.ch/archives/9498)



## Objects of Beauty: Achieving success with and without a legend

Zürich Chapter

Two conferences were held in Zürich about building iconic fine craftsmanship brands. The first, "Objects of Beauty: Achieving success with and without a legend" was held in March and the second, "Objects of Beauty: Moving from idea to launch and beyond in fine craftsmanship" was held in October. Both were organized and moderated by Mafalda Tenente, MBA'06J, IWIB President, Zürich.

The evening conferences brought alumni and guests together with a panel of creative branding experts from industry. Audience participation made it a lively exchange of experiences and entrepreneurial perspectives.

Each speaker shared his or her insight on topics like storytelling in brand-building and creating strong, emotional narratives. They also spoke about applying innovation and technology to anticipate and exceed customer expectations. Their companies take "beauty" to the level of obsession with a focus on quality across the

board, including customer service.

The October panelists were Eckhard Beger, Founder, ArteNemus, MBA'91J and Claudia Schweitzer, Founder & CEO, Design for Desire. The March panelists were Tim Sayler, CMO, Audemars Piguet, Peter Bellerby, CEO, Bellerby & Co, Markus Kramer, Partner, Brand Affairs AG (pictured above from r to l). The event series will continue in 2018.

March 2017

See impressions:

[www.insead.ch/archives/?p=10484](http://www.insead.ch/archives/?p=10484)



## The Art of Watchmaking: Vacheron Constantin w/ Laurent Perves, CMO

Geneva Chapter

Geneva is the location of a cluster of iconic watchmaking brands that have opened their premises to INSEAD alumni. Most recently,

alumni were invited to visit Vacheron Constantin Manufacture, whose roots go back to 1755, making it the oldest manufacturer of fine watches in the world. A presentation was given by Chief Marketing Officer, Laurent Perves, who joined the company in 2016, following 15 years experience in the luxury goods industry.

He shared some of the factors that drive the brand's longevity and its enduring allure. Topics covered included marketing strategy, the history of the Maison and the competitive landscape, including differentiating factors of prestige watches. His presentation offered intriguing insights into the heritage of the brand, one-of-a-kind manufacturing process, and watchmaking industry talent development. Vacheron also opened the doors of its Manufacture to the INSEAD alumni group to observe the sophisticated process to craft a watch, step by step.

Fully-booked, the event was organized by Mina Draganova, MAP'17J, who is currently creating similar experiential events at outstanding companies for the INSEAD alumni community.

February 2018

See event details:

[insead.ch/archives/10125](http://insead.ch/archives/10125)



## Investment in Agriculture: Opportunities across the value chain

IPEC

A panel discussion at the INSEAD Private Equity Club event in Geneva in October 2017 generated discussions about agriculture technology trends, challenges, and opportunities. The sold-out event was moderated by Pan Pan, MBA 03J, Pantèra Ventures, who organized the event along with Roman Pelka, MBA 00J, Montfort Capital.

There were plenty of insights, but a key takeaway is that many commonly held assumptions and perceptions about agricultural investment are far from accurate. Even experienced investors and business communities can have incorrect assumptions or biases!

**Farmlands** For example, there is a perception that agricultural investment does not offer outstanding returns. But in fact, farmlands and forests are very attractive to institutional investors with patient capital. The Mark Twain adage to “buy land, because they’re not making any more” holds true even today. Farmlands are attractive compared to other assets, like real estate or oil, because they are less subject to speculation and uncorrelated with other asset classes.

Another commonly held belief is that it would be easy for institutional investors to build a portfolio of agricultural and food equities. But that is not quite true. Beyond blue chips like Nestlé and Unilever, there is a scarcity of pure-play listed equities for an agrifood portfolio.

The panel agreed that there are now great opportunities, even “low-hanging fruit”, for entrepreneurs and venture capitalists. There is still a host of supply chain bottlenecks to address. Food demand requires peak efficiency in farming, which has yet to be achieved even in mature markets. Only innovations in both agtech and business models can solve these needs.

Panelists: Alfred Evans, Founder & Director, Islan Investments, Carlo Farina, Head of Real Estate & Private Markets, CERN Pension Fund, Peter Frohlich, CEO, AgriCircle, Francisco Norris, Co-founder, ZELP and Sean Peters, CEO, DryGro.

October 2017

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**See report:** 21 Things You Didn't Know About Investing in Agtech  
[www.insead.ch/archives/9904](http://www.insead.ch/archives/9904)





VISIT TO VACHERON CONSTANTIN  
February 8, 2018 Geneva Chapter



SWISS TOUR & DINNER  
January 31, 2018 Geneva Chapter



VERBIER SKI WEEKEND  
January 26, 2018 Geneva Chapter



OSR FOUNDATION GALA DINNER  
November 21, 2017 Geneva Chapter



HOLIDAY SEASON GET-TOGETHER  
December 9, 2017 Geneva Chapter



SALON CONVERSATIONS  
June 14, 2017 Zürich Chapter







CLASSIC CAR RALLYE  
September 23, 2017 Geneva Chapter



AGM + BERNHARD HEUSLER  
FORMER FC BASEL PRESIDENT  
September 28, 2017 Zürich Chapter



DIGITIZED DEMOCRACY TRENDS & IMPLICATIONS  
August 31, 2017 Zürich Chapter



ART GENEVA TOUR  
February 1, 2018 Geneva Chapter



INVESTMENT IN AGRICULTURE OPPORTUNITIES ACROSS THE VALUE CHAIN  
October 17, 2017 IPEC Geneva



NESPRESSO VISIT & DINNER  
September 29, 2017 Geneva Chapter



SUMMER'S END DRINKS AT IMAGINE ZÜRICH HB  
August 24, 2017 Zürich Chapter







INSEAD alumni and guests were invited to workout with Sportegration, the Zurich-based social impact organization, in October 2017.

**S**porty and spirited INSEAD-ers were invited to workout with Sportegration at the stylishly repurposed Löwenbräu-Silo in October.

Sportegration is an innovative non-profit organization that offers fitness workouts (fit-boxing, running, yoga) several times a week for both refugees and locals to connect, learn, and have fun while getting fit.

Founded in Zurich in August 2016, Sportegration's key ideas are "Together We Are Better" and "In Sports We Are All Equal". It is planning to expand the winning social impact project to other cities across the country.

More than two dozen INSEAD alumni and friends completed the fitness class. The fitness class was

followed by brunch with Sportegration's members and the founding team.

#### Connecting and Learning

The group was diverse, ranging in age from teenagers to fifty-somethings. The men and women who participated also came from diverse professions, including consultants, legal experts, entrepreneurs and HR professionals.

The proceeds from event registration were donated to the project.

"The values of an organization like Sportegration are aligned with INSEAD: honouring diversity, reducing barriers, respect, and openness," said Cyrille Ghorayeb, MBA'13D, event organizer.

The Zurich Chapter will offer the event again in 2018. It is open to all levels of fitness. We hope you'll join us for the next one!

October 2017

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**Fit boxing/Cardio Class at  
Silo Löwenbräu, Zurich Chapter**



## SWISS IN-BOARD PROGRAMME

Promoting INSEAD's principle of life-long learning, the INSEAD Board (IN-BOARD) Initiative is an executive education programme organised by the International Alumni Associations. It is targeted at those who will serve on boards of SMEs and listed corporations. Registration for the next edition will be announced Q3 2018.



INSEAD Professor Erik van de Loo & Jaap Winter (pictured above) lead the kick-off weekend in Fontainebleau. They introduce IN-BOARD participants from the Belgian, Dutch, German and Swiss Alumni Associations to topics such as board dynamics and board effectiveness. Local modules on Legal, Strategy, HR, Accounting & Auditing and Startups are offered by top-level professional service firms in a series of Zürich-based workshops, tailored specifically to the Swiss corporate environment as shown in the calendar here for 2017/18 intake.

**November 23, 2017**

Board Dynamics @ INSEAD  
Fontainebleau (two intake dates)

Kickoff INSEAD with Eric van de Loo

**January 18, 2018**

Zürich  
Legal. Baker & McKenzie

**March 8, 2018**

Zürich  
Strategy. McKinsey & Company

**April 5, 2018**

Zürich  
Human Resources. Egon Zehnder

**May 17, 2018**

Zürich  
Accounting & Audit. PricewaterhouseCoopers

**June 21, 2018**

Zürich  
Startups. Balz Roth & Peter Pfister

Each Zurich module takes place from 2pm to 6pm and concludes with a networking dinner.

Price CHF 6,000. Includes fees and networking dinners; does not include travel expenses and hotel accommodation.

Limited to 15 participants

Contact Bernhard Escher MBA'10J (bernhard.escher@juliusbaer.com)

# EVENTS 2018

Truly unique Swiss  
events and relevant business  
conferences



Visit fascinating companies, have a unique experience and meet new people across Switzerland.

The annual INSEAD alumni event program is expanding with a greater number of events. They will feature INSEAD professors, C-level executives and insightful business leaders. The ecosystem visits to innovative and legendary companies and organizations will continue throughout the year. Social and sporting events round out the annual program. Upcoming conferences are continuously updated on [insead.ch](https://insead.ch).

May 4, 2018

Visit to Le Rosey + Presentation by Christophe Gudin, MBA'13J, and Sonya Yoncheva Concert in Rolle

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Further information –  
[insead.ch/archives/10189](https://insead.ch/archives/10189)  
 Photo Credit: Le Rosey

April 12, 2018

Geneva Chapter  
 After work drinks, Soleil Rouge, Geneva  
 Meet new and old friends in downtown Geneva

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Further information –  
[insead.ch/archives/10467](https://insead.ch/archives/10467)

May 16, 2018

Basel Chapter  
 Blockchain Applications for Industry & Business  
 Panel discussion at Safran Zunft in Basel

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Further information –  
[insead.ch/archives/10154](https://insead.ch/archives/10154)

June 7, 2018

IWIB Zürich  
 Zürich INVIGORATE Lunch  
 Regular networking lunch hosted by INSEAD Women in Business Club

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Further information –  
[insead.ch/archives/10156](https://insead.ch/archives/10156)

June 14, 2018

Geneva Chapter  
 Governance Trends featuring Dominique Druon, CEO Aliath  
 Insights into boards

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Further information –  
[insead.ch/archives/10398](https://insead.ch/archives/10398)





## INSPIRED VOLUNTEERS

Promoting INSEAD and  
serving Alumni across  
Switzerland with  
dedication and creativity



Basel Chapter President: **Marc Galin**, MBA'99J, Director Sales, JetAviation

Serving about 440 Alumni, the Basel chapter hosts several events per year. Volunteers create business conferences, most recently on cryptocurrency and blockchain applications, that enhance both professional and personal development. Alumni from across the country enjoy its annual ArtBasel tour.

Geneva Chapter President: **Ludovic Choppin**, MBA'12D, Business Development Manager, Soleil Vie

The Geneva chapter volunteers bring the INSEAD Romandie community a mix of learning and social events, sometimes with other leading alumni clubs. It supports professional development and deepens ecosystem ties with visits to outstanding regional organizations, like Nespresso, Antenna Foundation (non-profit) and Vacheron Constantin. Other enriching activities include, the Classic Car Rallye, Art Geneva modern art exhibition tour, OSR concerts, summer lunches and after-work drinks.

INSEAD Private Equity Club (IPEC) President: **Martin Spirig**, MBA'06J, Partner, Invision

Since 2009, IPEC enables Swiss alumni in the Zürich and Geneva areas to learn about private equity, keep up-to-date on the industry and be informed about trends, challenges, and opportunities. Its events are an opportunity to network with entrepreneurs, experts, and leading private equity practitioners.

Swiss Healthcare Industry Club (CHIC) President: **Aleks Ruzicic**, MBA'97J, Partner, Executive Insight

The CHIC team, including Vice Presidents Arul Ramadurai, MBA'05J and Laurent-Dominique Piveteau, MBA'01D, hosts one to two events a year.

INSEAD Women in Business Club **Mafalda Tenente**, MBA'06J, and **Laurence Amand-Jules**, MBA'99D

The IWIB, founded in 2017 (the year of IW50), hosts regular networking events in Zürich and Geneva, often inviting inspiring speakers. It extends networking opportunities by collaborating with like-minded women's networks, such as Advance in Zürich and CWF in Geneva. Its new Mentoring Explorer program in Switzerland attracted over 80 alumni to its pioneering gender-neutral mentoring program for all generations.

Zürich Chapter President: **Reto Gygax**, MBA'13D, Vialex Attorney at Law

Lifelong learning and networking are strong themes for the Zürich chapter. Last year's highlights include a leadership talk by Bernhard Heusler, former FC Basel President, Salon Conversations, and regular Energy Events. Opportunities to renew friendships are realized at regular after-work drinks.

Ticino Chapter: President: **Alessio Ascari**, MBA'94J

Offering the Swiss Italian region social and business events, the Ticino Chapter also extends networking opportunities by forming ties with other alumni communities in the Northern Italian region. Its conferences on major trends of relevance for both the regional and the international community are becoming a tradition.

INSEAD Swiss Committee

The Swiss committee is dedicated to the promotion and development of INSEAD and the alumni community in Switzerland.

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#### National Alumni Association Committee

Alexander Wyss (p.3)

#### President

Philippe Mauron (11)

#### Vice President

Matthias Frieden (6)

#### Treasurer

Dorothee Deuring (8)

#### IAF Global Director

Brigitte Reverdin (7)

#### IAF Trustee S.R.

Bernhard Escher (4)

#### IN-BOARD Leader

Richard Bissonnet (13)

#### Ex-Officio

#### Chapter

#### & Club Presidents

Laurence Amand-Jules (14)

Ludovic Choppin (3)

Marc Galin (5)

Reto Gygax (12)

Alessio Ascari (2)

Aleks Ruzicic (1)

Martin Spirig (9)

Mafalda Tenente (10)



# €1 Million Target for Swiss Endowed Scholarship



**T**he Swiss Endowed Scholarship Fund targets EUR 1 million in 2018; our first scholarship recipient started at INSEAD in January.

Did you know that our Swiss Endowed Scholarship Fund was established by the Swiss alumni in 2016? Led by the Founding Donors Group, we raised over EUR 725,400 for the fund to-date and now offer EUR 20,000 scholarships for Swiss candidates. The first Swiss scholarship recipient began his MBA studies in Singapore in January 2018. The INSEAD MBA tuition fee is now EUR 82,000 (2018).

This year our objective for the fund is to reach EUR 1 million, enabling either two EUR 20,000 scholarships, or one EUR 40,000 scholarship per annum. The scholarship is innovatively sustainable as the Swiss recipients are encouraged to reimburse the award ten years following their graduation, or to fundraise for the matching amount.

## INSEAD Giving Day 2018

INSEAD Giving Day is a joint global initiative between the INSEAD Alumni Association, IAF and INSEAD. This year's campaign was an inspiring initiative to rally our school's alumni, students, faculty, staff, and friends to support INSEAD and transform the world, using business as a force for good!

INSEAD Giving Day 2018 donations from the Swiss alumni went to the Swiss Endowed Scholarship Fund to kick off fundraising activities. Tax deductible donations of CHF 100 were encouraged, aiming for a high participation rate.

The photos above highlight participation in the Salamander Challenge for last year's Giving Day campaign.

The volunteers leading the INSEAD Alumni Fund (IAF) activities in Switzerland are Brigitte Reverdin, MBA'81, Dorothee Deuring, MBA'96D and Richard Bissonnet, MBA'81.

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Further information:  
<https://www.insead.ch/swiss-scholarship>  
[https://give.insead.edu/iog\\_ch\\_en/swiss-endowment-scholarship.html](https://give.insead.edu/iog_ch_en/swiss-endowment-scholarship.html)



“As someone who enjoys fast paced environments and appreciates engaging with intellectually curious and culturally diverse people, INSEAD is the perfect fit. I am glad to have the opportunity to study at such a great school with the support of the INSEAD Alumni community in Switzerland.”

Michael Vogt Candidate, MBA'18D,  
first Swiss scholarship recipient



## «We want to nurture entrepreneurs.»

Johann Schneider-Ammann, quoted in NZZ am Sonntag (June 2017)



Johann Schneider-Ammann, MBA'83J, was in the news this year in his role as Federal Councillor, Head of the Federal Department of Economic Affairs, Education and Research. Trade talks with Mercosur (which includes Argentina, Brazil, Paraguay and Uruguay), and meetings with US and Canadian leaders, among others, were some of the events the media reported.

Also generating headlines were domestic initiatives to foster Swiss digital technologies, entrepreneurship, and cryptocurrency frameworks for Switzerland. The quote above (translation by Ed.) is one of several statements he made publicly about a new privately-financed CHF 500 mn venture capital fund for Swiss startups.

### Public Service.

Johann Schneider-Ammann was President of the Swiss Confederation in 2016. He has been a member of the Federal Council since November 2010. He is married with two adult children.



**Barbara Kux, MBA'84J**

*In the news*

INSEAD Advisory Council member and board member at Firmenich, Groupe Engie, Henkel and Pargesa Holding, Barbara Kux was in the news sharing informed insights on the value of diversity and sustainability.



**Gregory Behar, MBA'01D**

*In the news*

Greg Behar, CEO of Nestlé Health Science since 2014, was in the news when Nestlé Health Science made a USD 2.3 bn offer to acquire Altrium Innovations.

**Armand de Villoutreys MBA'88J**

*Appointed to President*

Firmenich, the world's largest privately-owned fragrance and flavor company, appointed Armand de Villoutreys to President Perfumery and Ingredients, extending his 7 year leadership of perfumery to the ingredients business unit.



**Anat Bar-Gera, MBA'87D**

*Appointed to Board*

Two new appointments were announced for Anat Bar-Gera. She now serves on the Board of Bank of Cyprus Group, with a focus on digital transformation, and is a Venture Advisor to EQT Ventures.



**Daniel Bloch MBA'96J**

*In the news*

In his role as CEO and Director of Chocolats Camille Bloch SA, a major producer of Swiss chocolates, Daniel Bloch celebrated opening a state-of-the-art CHF 40 mn plant in Courtelary that includes a new visitor center open to the public.



**Christoph Rubeli, MBA'92D**

*In the news*

Partners Group Co-CEO since 2013, Christoph Rubeli was quoted across international media when the company grew assets under management by 14% to EUR 62 billion in 2017.



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