



THE NINTH ANNUAL  
**EUROPEAN**  
**LEADERSHIP**  
**FORUM**

**IF YOU'RE NOT THINKING FORWARD,  
YOU'RE MOVING BACKWARD**

TUESDAY 17TH NOVEMBER. INTERCONTINENTAL HOTEL, LONDON PARK LANE

ORGANIZED BY

**BusinessWeek**  
**EVENTS**

CORPORATE SPONSORS



**ISKANDAR**  
MALAYSIA

**GENPACT**

SUPPORTING SPONSORS



**STANDARD**  
**& POOR'S**

OFFICIAL PR PARTNER



Burson•Marsteller

## 08.00 Breakfast Discussion Groups

### Corporate Responsibility – The Changing Face of Business

Chairman: **Gavin Grant**, UK Chairman, Burson-Marsteller  
 Panellists: **Richard Aylard**, Director & Special Adviser to the CEO, Thames Water  
**Simon Taylor**, Corporate Affairs Director Britain & Ireland, Cadbury plc  
 Moderator: **Kerry Capell**, Senior Correspondent, London Bureau, BusinessWeek

### Leadership via Innovation in a Recession

Chairman: **Andy Green**, Chief Executive Officer, Logica plc  
 Panellists: **Professor Soumitra Dutta**, The Roland Berger Chaired Professor  
 in Business and Technology, INSEAD  
**Julie Meyer**, Chief Executive and Founder, Ariadne Capital  
 Moderator: **Andy Reinhardt**, Europe Editor, BusinessWeek.com

## 09.00 Chairman's Opening Remarks

**John Defterios**, President, FBC Media and  
 Chairman, BusinessWeek European Leadership Forum

## 09.05 Welcome Address

**Christopher Power**, Assistant Managing Editor, BusinessWeek

## 09.10 Opening Keynote: Return to Growth

**Stephen Green**, Group Chairman, HSBC Holdings plc

## 09.50 Head-to-Head Debate: Harvesting the Next Generation of Growth

*A head-to-head debate featuring senior European CEO's discussing major issues and opportunities facing global businesses today.*

**Sir Roger Bone**, President, Boeing UK  
**Sir Stephen Gomersall**, Chief Executive for Europe, Hitachi  
**Professor Jean-Claude Larreche**, The Alfred H Heineken Chair, INSEAD  
**Dr Richard Ward**, CEO, Lloyd's of London  
 Moderator: **Christopher Power**, Assistant Managing Editor, BusinessWeek

## 10.50 Networking Coffee

## 11.15 Plenary Session: The Global Banking System

**Richard Holmes**, CEO Europe, Standard Chartered Bank  
**Professor Javier Díaz-Giménez**, Professor of Economics, IESE Business School  
**Javier Martin-Artajo**, Chief Investment Officer (Europe), JPMorgan Chase  
**Christopher Power**, Assistant Managing Editor, BusinessWeek  
 Moderator: **John Defterios**, President, FBC Media and  
 Chairman, BusinessWeek European Leadership Forum

## 12.15 Lunch Discussion Groups

### 1 Networking Lunch

### 2 Innovation – What is the next Generation? The next wave?

Joint Honorary Chair: **David Kester**, Chief Executive, Design Council  
**Niklas Zennström**, Co-founder, Atomico Ventures  
 Moderator: **Andy Reinhardt**, Europe Editor, BusinessWeek.com

**3 Emerging Markets**

Moderator: **John Defterios**, President, FBC Media and Chairman, BusinessWeek European Leadership Forum  
 Co-Host: **Hilmi Mohd Nashir**, Chief Operating Officer, Iskandar Regional Development Authority  
 Hon Chair: **Dr Florence Eid**, Managing Director Middle East & North Africa, Passport Capital Ltd

14.15 **Networking Coffee**14.45 **Afternoon Roundtable Discussion Groups – Return to Growth**

14.45 Introductions  
 15.00 Open Presentations from Moderators, Honorary Chair and Co-Hosts  
 15.15 Roundtable: Debate & Discussion  
 16.30 Conclusions from the Group  
 16.45 Roundtable Close

*Tea will be served during the discussion group.*

**Digital Information Technology**

- IT in the downturn, time to invest or time to scale back?
- Virtualisation and cloud computing. The two most critical technological trends in corporate IT bear deep examination in a time of cost consciousness and growing competitive pressure
- Consumer digital technologies vs Corporate IT. Departments are under growing pressure to support fast changing consumer technologies, from smart phones to Facebook. How should companies handle the influx of consumer information technology in the corporate sphere?

Honorary Chair: **John Clarke**, Senior Vice President & Chief Information Officer, Nokia  
 Co-Host: **Walter A Yosafat**, Chief Information Officer / Senior Vice President, Americas, Genpact  
 Moderator: **Andy Reinhardt**, Europe Editor, BusinessWeek.com

**Energy and Sustainability**

- To what extent do oil prices drive economic growth?
- Is the green component of stimulus packages sufficient?
- How would we decarbonise the energy system over the next 40 years?

Honorary Chair: **Mark Williams**, Downstream Director, Royal Dutch Shell  
 Moderator: **Sophia Tickell**, Executive Director, SustainAbility Limited

**Finance**

- How do we get financial institutions to return to lending for growth (and away from speculation)?
- Can we return to growth without falling into the same global macro economic imbalance?
- Is there anything salvageable in the securitization finance model?

Honorary Chair: **Barbara Ridpath**, Chief Executive, International Centre for Financial Regulation  
 Co-Host: **Charles Alexander**, Board Director, Genpact Global  
 Moderator: **Simon Collingridge**, Managing Director, Structured Finance, Standard & Poor's

## Healthcare

- New R&D models
- Emerging markets: the next frontier for pharmaceuticals
- The Biosimilars Boom (generic biotech drugs)

Joint Hon Chair: **Dr Gordon Coutts**, Vice President & General Manager, Schering-Plough UK and Ireland  
**Alan Sheppard**, Global Head of Generics, Thought Leadership, IMS Health

Moderator: **Kerry Capell**, Senior Correspondent, London Bureau, BusinessWeek

## Smart Branding: Protection in an Increasingly Transparent World

- Long-term brand building vs short-term sales
- Questioning the classic phases of a brand's life
  - With the increased importance of online, are new brand architectures more relevant now?
- Is a brand without trust valuable?
- Branding in an increasingly transparent way – ‘goldfish bowl’ world
- Environmental issues affecting brands
- Financial branding and recovery since the recession

Honorary Chair: **Dr Simona Botti**, Assistant Professor of Marketing, London Business School

Moderator: **Amanda Pierce**, Director, Brand Issues, Burson-Marsteller

## Telecoms

- How will telecom business models evolve?
- Regulations – necessity or constraints?
- Are telecom providers prepared for the traffic surge?
- How is the recession impacting telecommunications?
- Over the top: opportunity, threat, or hype?

Honorary Chair: **Rajeev Singh-Molares**, Chief Strategy Officer, Alcatel-Lucent

Moderator: **Guy Daniels**, Director of Content, TelecomTV

## 16.45 Closing Plenary: Mapping the Future - G20 and Beyond

Panellists: **Professor Javier Díaz-Giménez**, Professor of Economics, IESE Business School

Moderators: **Dr Preston Keat**, Director of Research, Eurasia Group  
**Professor Dr Urs Müller**, Managing Director & Chief Economist, BAK Basel Economics  
**John Defterios**, President, FBC Media and Chairman, BusinessWeek European Leadership Forum  
**Christopher Power**, Assistant Managing Editor, BusinessWeek

## 17.30 Cocktail / Networking Reception

## 18.15 Close



### **Andy Green**

#### **Chief Executive Officer, Logica**

Andy Green joined Logica on 1 January 2008 as Chief Executive Officer, executive Board director and member of the executive committee. Previously, Mr Green was a member of the Board at BT plc and CEO of Group Strategy and Operations where he was responsible for group strategy as well as two business units that designed and operated services across the world to meet the needs of BT and the wider communications industry. During his 21 years at BT, Mr Green held several senior positions, including that of CEO BT Openworld, where he launched Broadband into the UK market, gained significant market share in consumer and business internet and set the business on the path to profitability.

Mr Green began his career with Shell, where he gained a solid foundation in sales and operations. He subsequently joined Deloitte Haskins & Sells, the marketing consulting, where he worked across the communications, manufacturing and banking sectors. Mr Green is a non-executive director of Navteq Inc and a board member of e-skills UK, the Sector Skills Council for IT & Telecoms. He is also an active member of the CBI President's Committee and a Companion of the Chartered Management Institute, and supports the charities Shelter (Appeal Board) and Abesu (Trustee). He holds a degree in Chemical Engineering from Leeds University.



### **Professor Soumitra Dutta**

#### **The Roland Berger Chaired Professor in Business and Technology, INSEAD**

Soumitra Dutta is the Roland Berger Chaired Professor of Business and Technology and the founder and academic director of elab@INSEAD, INSEAD's initiative in building a center of excellence in teaching and research in the digital economy.

Prior to joining the faculty of INSEAD in 1989, he was employed with Schlumberger in Japan and General Electric in the USA. Professor Dutta obtained his PhD in computer science and his MSc in business administration from the University of California at Berkeley. He has been a visiting Professor at several international universities including the Haas School of Business (Berkeley) and the Solvay Business School (Brussels).

His current research is on technology strategy and innovation at both corporate and national policy levels. His latest books are "Throwing Sheep in the Boardroom" (Wiley, 2008), "Innovating at the Top" (Palgrave, 2009) and "The Global Information Technology Report 2008-2009: Mobility in a Networked World" (World Economic Forum 2009).

He is actively involved in policy development at national and European levels. He is currently a member of the Advisory Committee for ICT for the Government of Qatar and has advised other national governments on ICT policy issues.



### **Julie Meyer**

#### **Chief Executive and Founder, Ariadne Capital**

Julie Meyer is chief executive of Ariadne Capital the investment & advisory firm she founded in August 2000 to back entrepreneurs in the media, communications, and internet sectors. Managed by Ariadne, Entrepreneur Country, a community for leading and emerging entrepreneurs, investors, media and corporate partners who service the start-up industry across the UK and Europe, has also been created by Ms Meyer. Ms Meyer co-launched First Tuesday, the largest global network of entrepreneurs, which many credit for igniting the Internet generation in Europe and sold it for \$50million in cash in and shares in July 2000.

American by birth, European in spirit, Ms Meyer recently became a dragon on the new BBC's Online Dragons' Den TV show and writes a weekly column for London's City AM with regular contributions to Business Week, Computing, FT Digital Business, Spectator Business, Ms Meyer is also a regular industry commentator on CNBC. Her acumen has given her accolades with awards for Ernst & Young Entrepreneur of the Year, World Economic Forum Global Leader of Tomorrow and the Wall Street Journal's Top 30 Most Influential Women in Europe.