

GLOBAL CHANGE

NEW CHALLENGES.
NEW OPPORTUNITIES.

A close-up photograph of a green leaf with several water droplets. One droplet in the center is in sharp focus and contains a reflection of a globe, symbolizing global change.

ESMT ANNUAL FORUM
JUNE 6, 2019

WLAN

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DIGITAL PROGRAM

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For more than 10 years, the ESMT Annual Forum has provided a platform for debate and reflection around some of business and society's most pressing issues. We have focused on an extensive range of themes since our first Annual Forum in 2008. This year we examine global change and the challenges that come with it.

Describing "global change," one realizes quickly that the perspectives often gather around the extremes – they are either very negative or extremely optimistic. The ESMT Annual Forum 2019, in contrast, strives to provide a realistic assessment of the many facets resulting from globalization. Following opening remarks by Dr. Dieter Zetsche, chair of the ESMT Foundation Board of Trustees, keynote topics span industry and technology, international security, the future of least-developed areas, and Chinese-German business relations.

In our morning panel, Stefan Wagner, ESMT associate professor of strategy, provides his expertise to a debate around innovation, including industry-specific challenges and solutions, human resources, and a peek in the crystal ball towards the future. In the afternoon, we first focus on Africa, beginning with a keynote by Dr. Gerd Müller, German Federal Minister for Economic Cooperation and Development. This is followed by an address from the perspective of a Chinese tech giant stimulates thought and discussion. We close the day with moderated talks on African startups and ethics in business as well as the presentation of the LIA, the ESMT Berlin award for business excellence in leadership, innovation, or analytics.

Throughout the day, you have the possibility to experience ESMT as a forward-looking and thought-provoking business school, taking part in sessions led by our academic and professional experts. Breakout sessions on the digital economy, how to avoid being hacked, global growth strategies for industrial champions, and the rise of intelligent machines give a taste of executive education excellence at our business school. I encourage you to engage extensively with other guests and members of the ESMT community.

The past year at ESMT has been an exciting one, as we have continued our international expansion and moved aggressively into the realm of blended learning. To this goal, we formed the international Future of Management Education (FOME) alliance with BI Norwegian Business School, EDHEC Business School, Imperial College Business School, Ivey Business School, the Lee Kong Chian School of Business of Singapore Management University, and Melbourne Business School. We have invested in proprietary educational technology and launched various blended executive education and degree programs, and we are continuously developing more. This is one way in which we are facing up to global change within our own industry.

It is my great pleasure to host you on our campus today. I am very much looking forward to the fresh insights we will gain together.

PROF. JÖRG ROCHOLL, PHD

*President and EY Chair in Governance and Compliance,
ESMT Berlin*

PROGRAM OVERVIEW

9:00 a.m. **REGISTRATION AND NETWORKING BREAKFAST**

Main Entrance and Foyer II

10:00 a.m. **WELCOME**

Auditorium Maximum **Jörg Rocholl**, President and EY Chair in Governance and Compliance, ESMT Berlin

10:05 a.m. **OPENING REMARKS**

Dieter Zetsche, Chairman of the ESMT Foundation Board of Trustees

10:15 a.m. **KEYNOTES**

Stefanie Babst, Chief Strategic Policy Analyst, NATO

Dieter Kempf, President, Federation of German Industries (BDI)

Ruben Vardanyan, Impact Investor and Social Entrepreneur; Co-Founder, Aurora Humanitarian Initiative

11:15 a.m. **PANEL**

Auditorium Maximum

Driving innovation

Lolwah R M Al-Khater, Spokesperson, Ministry of Foreign Affairs of the State of Qatar

Roland Busch, Member of the Board of Management, Siemens

Doris Höpke, Member of the Board of Management, Munich Re

Karl von Rohr, Member of the Board of Management, Deutsche Bank

Stefan Wagner, Associate Professor of Strategy and Director of PhD Studies, ESMT Berlin

Moderated by Melinda Crane, Journalist and Television Host

12:30 p.m. **NETWORKING LUNCH**

Foyers I and II

2:00 p.m. **BREAKOUT SESSIONS with ESMT experts**

Throughout campus

(see displays)

Matchmakers in the digital economy, **Özlem Bedre-Defolie**

Digital Society Institute presents: Best practices to avoid being hacked, **Sandro Gaycken**

Solid growth – strategies of industrial champions in global markets, **Olaf Plötner**

The rise of intelligent machines – innovation, empowerment, control, **Jens Weinmann**

3:15 p.m. **COFFEE BREAK**

Foyer II

3:45 p.m. **SIGNING CEREMONY**
Auditorium Maximum Association of German Chambers of Commerce and Industry (DIHK) joins ESMT Foundation with high-level representatives of both organizations

KEYNOTE

Gerd Müller, Federal Minister for Economic Cooperation and Development, German Federal Government

ADDRESS

Dennis Zuo, CEO, Huawei Technologies Deutschland

MODERATED TALK

Ethics in business

Wolfgang Huber, Theologian, Former Chairman of the Council of the Protestant Church in Germany

Lorena Jaume-Palasi, Executive Director, The Ethical Tech Society

MODERATED TALK

Startups in Africa

Tom Plümmer, Co-Founder and CEO, Wingcopter

Arun Sharma, Founder, Infinite Potentials Consulting

Moderated by Melinda Crane, Journalist and Television Host

5:40 p.m. **THE LIA**
Auditorium Maximum **The ESMT Berlin prize for business excellence in leadership, innovation, or analytics**
Recipient – **Corinne Michaela Flick**, Founder and Chair, Convoco Foundation
Laudatory speech – **Gisbert Rühl**, CEO, Klöckner & Co

CLOSING REMARKS

Jörg Rocholl, President and EY Chair in Governance and Compliance, ESMT Berlin

6:00 p.m. **NETWORKING RECEPTION**
Foyer II

TALENT TRAILBLAZER

Accelerate your career from the start!
This new program is ESMT's offering for the most
junior executive education audience: the talents.

July 1–3, 2019
ESMT Berlin



OPENING REMARKS AND KEYNOTES

10:00 a.m.

Auditorium Maximum



JÖRG ROCHOLL

*President and EY Chair in Governance and Compliance,
ESMT Berlin*

Prof. Jörg Rocholl, PhD, is president of ESMT and a member of the Economic Advisory Board of the German Federal Ministry of Finance. He is also the vice-chairman of the Economic Advisory Board of Deutsche Welle, a research professor at the Ifo Institute in Munich, a Duisenberg fellow of the European Central Bank, and a research member of the European Corporate Governance Institute. Rocholl graduated from the Universität Witten/Herdecke with a degree in economics (with honors) and completed his PhD at Columbia University in New York. He has researched and taught at ESMT since 2007 and was appointed president of ESMT in 2011. Since 2010 he has held the EY Chair in Governance and Compliance.



DIETER ZETSCHÉ

*Chairman of the ESMT Foundation
Board of Trustees*

Dr. Dieter Zetsche was a member of the Board of Management of Daimler AG from 1998 to 2019 in addition to being chairman of the Board of Management of Daimler AG and head of Mercedes-Benz Cars from 2006 to 2019. He is also head of Mercedes-Benz Cars. Prior to this, he held various positions in the company, including president of Mercedes-Benz Argentina (1989), member of the board of management with responsibility for commercial vehicles (1999), and CEO of the Chrysler Group (2000). Zetsche was born in Istanbul, studied electrical engineering from 1971 to 1976 at the University of Karlsruhe, and graduated as an engineer before joining what was then Daimler-Benz AG in 1976. Zetsche completed a doctorate in engineering in 1982 at the University of Paderborn.

OPENING REMARKS AND KEYNOTES

10:00 a.m.

Auditorium Maximum



STEFANIE BABST

*Chief Strategic Policy Analyst,
NATO*



DIETER KEMPF

*President,
Federation of German Industries (BDI)*

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Dr. Stefanie Babst has been a member of NATO's International Staff since 1998. She is currently the head of the Strategic Analysis Capability for the NATO Secretary General and for the chairman of the NATO Military Committee. In this capacity, she is responsible for preparing strategic foresight assessments on potential crisis situations in geographical and functional areas of relevance and concern to NATO, as well as on their implications for the Alliance. She is an internationally renowned publisher, award-winner, and speaker on international security issues as well as a member of a number of policy groups and security networks, including Women in International Security (WIIS) and the World Economic Forum.

Dieter Kempf was born in Munich, where he studied business administration. He joined Datev in 1991 as a board member and was responsible for product and software development. In 1996, he became chairman and held this position until March 2016. During his time at Datev, the company grew into one of Europe's largest IT service providers. From 2011 to 2015, he served as president of BDI's member association Bitkom. During this time, he was also vice president of BDI before being unanimously elected president of BDI in 2017. In addition, Kempf serves on various supervisory boards and advisory boards. He was made honorary professor of Friedrich-Alexander University Erlangen-Nürnberg in 2005.



RUBEN VARDANYAN

*Impact Investor and Social Entrepreneur;
Co-Founder, Aurora Humanitarian Initiative*

Ruben Vardanyan is an Armenian-Russian social entrepreneur, impact investor, and venture philanthropist. A recognized expert on the global economy, entrepreneurship, and education, he provides strategic consulting through his membership of boards of directors, advisory boards, and trusteeships of commercial companies, among other public and professional entities. He is known both for his commercial projects (investment companies Troika Dialog and Vardanyan, Broitman and Partners) as well as his philanthropic programs, such as the first UWC college in Eastern Europe (Armenia) and the Tatev Revival Project. In 2015, Ruben co-founded the Aurora Humanitarian Initiative, on behalf of the survivors of the Armenian Genocide and in gratitude to their saviors.

**SAVE
THE DATE**

**ESMT ANNUAL FORUM
JUNE 18, 2020**

PANEL

DRIVING INNOVATION

11:15 a.m.

Auditorium Maximum



LOLWAH AL-KHATER

*Spokesperson,
Ministry of Foreign Affairs of the State of Qatar*



ROLAND BUSCH

*Member of the Board of Management,
Siemens AG*

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Her Excellency Lolwah R M Al-Khater was appointed as the spokesperson of the Ministry of Foreign Affairs of the State of Qatar. Before her appointment, she joined the Ministry of Foreign Affairs as Minister Plenipotentiary. She is the co-editor of *Policy-making in a Transformative State: The Case of Qatar* and also wrote *Educational Outputs and Labor Market Needs: A Study on Labor Market Issues and Methods of Addressing Them*. Al-Khater holds an MSc in computing and an MA in public policy. She is a DPhil Candidate at the University of Oxford in the area of Oriental Studies, exploring the question of Islam and Modernity in the context of the Arab Nahda. She is also a board member at The Institute for Palestine Studies.

Dr. Roland Busch is COO and CTO as well as a member of the Board of Management of Siemens AG. He is responsible for strategy, corporate technology, IoT integration services, and Siemens' operations including IT and supply chain management. Busch joined Siemens in 1994 and was appointed head of the Infotainment Solutions Division in 2002. In 2005, he served as president and CEO of Siemens VDO Automotive Asia Pacific in Shanghai before returning to Germany in 2007 to head the Mass Transit Division. In 2011, he became a member of the Board of Management as CEO of the Infrastructure & Cities Sector. He studied at Friedrich-Alexander University Erlangen-Nuremberg and at the University of Grenoble in France.



DORIS HÖPKE

*Member of the Board of Management,
Munich Re*

Dr. Doris Höpke completed her law studies at the universities of Osnabrück, Hanover, and Leiden with a doctorate. She joined Munich Re in 1999, where she worked as in-house legal counsel until 2001 and was head of section at Munich-American Risk Partners until 2003. She became head of Munich Re, Madrid, in 2011 and has been a member of the Board of Management of Munich Re since May 2014. From May 2014 to January 2017, she was responsible for the business segment Munich Health, and from February 2017 to July 2018 for the division Special and Financial Risks. Since August 2018, Höpke has been responsible for the Europe and Latin America division and for human resources in the reinsurance field.



KARL VON ROHR

*Member of the Board of Management,
Deutsche Bank*

Karl von Rohr is a member of the Board of Management and president and chief administrative officer of Deutsche Bank AG with functional responsibilities for legal, HR, and governance. He is also Deutsche Bank's CEO for the Region Germany as well as chairman of the Supervisory Board of DWS Group GmbH & Co. KGaA. He joined Deutsche Bank in 1997 and was Global COO, Regional Management, from 2013 to 2015. Previously, he was head of human resources at Deutsche Bank in Germany and a member of the Management Board of Deutsche Bank PGK AG. During his tenure at Deutsche Bank, he held various management positions in Germany and Belgium. He studied law at the universities of Bonn, Kiel, Lausanne, and at Cornell University.

PANEL

DRIVING INNOVATION

11:15 a.m.

Auditorium Maximum



STEFAN WAGNER

*Associate Professor of Strategy and Director of PhD Studies,
ESMT Berlin*



MELINDA CRANE

Journalist and Television Host

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Stefan Wagner is a tenured associate professor of strategy who joined ESMT in 2011 and is the director of PhD studies. Since 2016, he has been a senior fellow at the Berlin Centre for Consumer Policies and currently serves as president of the European Policy for Intellectual Property EPIP Association. He received his habilitation in 2010 and his doctorate in management in 2005 from Ludwig Maximilian University. His research interests cover the intersection of firm strategy, technological innovation, industrial organization, and law. He has published numerous scientific articles in leading international journals and was awarded prestigious scholarships from the Fulbright Scholar Program and the German National Academic Foundation, amongst others.

Dr. Melinda Crane has given speeches and moderated events and discussions for a wide range of international organizations and firms. She is a frequent guest and commentator on German television and radio and regularly analyzes US policy for the news broadcaster n-tv. She is chief political correspondent at DW-TV and hosts the DW talk show "Quadriga." Crane studied history and political science at Brown University and law at Harvard. As international affairs consultant to the discussion show "Sabine Christiansen," she produced interviews with Kofi Annan, Bill Clinton, Hillary Clinton, and George Bush, among others. Her journalistic experience includes work for a number of leading international newspapers and magazines.



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BREAKOUT SESSIONS

2:00 p.m.

Throughout campus (see displays)

MATCHMAKERS IN THE DIGITAL ECONOMY

The internet and digitalization have modified business models in many industries. This session familiarizes participants with effective strategies of technology-intensive businesses characterized as multi-sided platforms (MSPs, or “matchmakers”). MSPs generate enormous value by reducing search costs and/or transaction costs, and thus facilitate interactions between groups of users. Participants will learn about MSPs’ business models, their unique strategic challenges, and the strategies employed to overcome these challenges.

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ÖZLEM BEDRE-DEFOLIE

*Associate Professor of Economics,
ESMT Berlin*

Özlem Bedre-Defolie joined ESMT in 2010 and is a tenured associate professor of economics. She received her PhD in economics from the Toulouse School of Economics (TSE) and also holds an MSc in economic theory and econometrics from TSE. Her research interests are mainly theoretical and applied microeconomics, and industrial organization. In particular, her research includes contracts and pricing strategies of platforms, estimation of end-user demands in the payment card industry, and implications of long-term contracts. Her research has been published in leading economics, marketing, and industrial organization journals, including the *American Economic Review* and the *Journal of Economic Theory*, among others.

DIGITAL SOCIETY INSTITUTE PRESENTS: BEST PRACTICES TO AVOID BEING HACKED

Hacking has become a day-to-day threat for companies and individuals. An enormous “cyber” industry has been created around this threat, generating products and trainings, among other offerings. Yet, mustering the right defenses remains a challenge. Identifying the right products and devising the right policies depend on many aspects. Getting this wrong can even decrease security levels. The session provides some insights into finding the right kind of security.



SANDRO GAYCKEN

*Director, Digital Society Institute,
ESMT Berlin*

Dr. Sandro Gaycken is founder and director of the Digital Society Institute at ESMT. He has published five scientific monographs and more than 60 other scientific publications on cybersecurity. He is an Oxford Martin School Fellow, a program committee member of Harvard–MIT’s annual conference series on cyber defense and cyber norms, and a senior fellow of the German Council on Foreign Relations. As an advisor to the German government, he developed the German foreign cyber policy strategy, has testified numerous times in German parliament, and has conducted many parliamentary dialogues. He writes op-eds for leading German newspapers and comments regularly on cyber matters for mainstream media.

SOLID GROWTH – STRATEGIES OF INDUSTRIAL CHAMPIONS IN GLOBAL MARKETS

In this breakout session, we will combine insights from both research and practice to address the following issues: How do we deal with low-price providers from both emerging and developing economies? How can digital technologies help to broaden our business portfolios? How can hidden champions remain market leaders in the face of rapid market change? Answers to these questions will be interactively discussed.



OLAF PLÖTNER

*Professor,
ESMT Berlin*

Olaf Plötner joined ESMT in 2002 as one of its first faculty members and as the managing director of ESMT Customized Solutions GmbH. From 2008 to 2017, he was the dean of executive education and developed the school into a top-ten institution in this field, based on the global ranking of the *Financial Times*. His current research and teaching focus on strategic management, industrial market management, and sales management in global B2B markets. His work is reflected in his most recent book, *Counter Strategies in Global Markets*, and his research has been portrayed in leading industry journals and international media. He is a visiting professor at the Darden School of Business, Shanghai Jiao Tong University, and CELAP Shanghai.

THE RISE OF INTELLIGENT MACHINES – INNOVATION, EMPOWERMENT, CONTROL

Artificial intelligence and machine learning are profoundly changing our professional and private lives. They analyze exploding amounts of data for us, transform our houses into Smart Homes, steer us to the next restaurant, and help us with detecting illnesses and driving cars. Will they take control over us one day? This breakout session describes and analyzes the three predominant narratives surrounding AI, demystifies common assumptions, and highlights the tradeoffs we face when we allow intelligent machines to become part of our lives.



JENS WEINMANN

*Program Director,
Executive Education, ESMT Berlin*

Before joining ESMT, Jens Weinmann was project manager of Market Model Electric Mobility, a research project financed by the German environmental ministry (BMU). His consulting experience includes projects with the Energy Markets Group at the London Business School and the World Energy Council. He has taught master classes in environmental and resource economics and was a guest lecturer at Cambridge University. His research focus lies in the analysis of decision-making in regulation, competition policy, and innovation, with a special interest in energy and transport. His academic experience includes fellowships at the Kennedy School of Government and the Florence School of Regulation, European University Institute.

KEYNOTE

4:00 p.m.

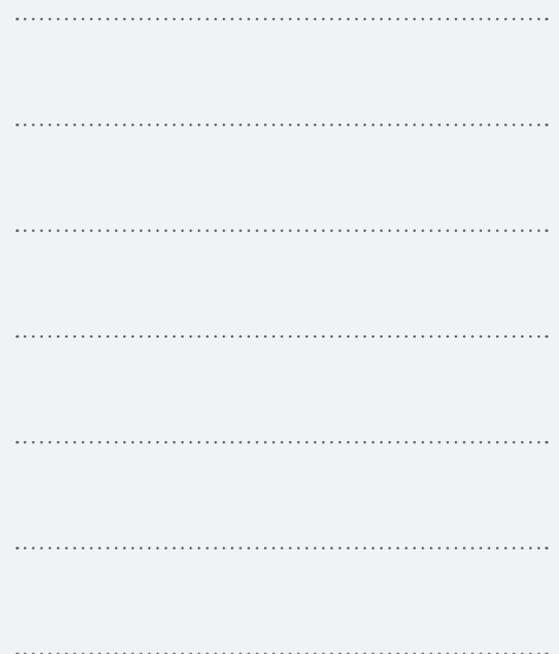
Auditorium Maximum



GERD MÜLLER

*Federal Minister for Economic Cooperation and Development,
German Federal Government*

Dr. Gerd Müller was a member of the European Parliament and parliamentary managing director of the CDU/CSU group from 1989 to 1994. Since 1994 he has been a member of the German Bundestag. From 2005 to 2013, he was parliamentary state secretary to the Federal Minister of Food, Agriculture and Consumer Protection, where he oversaw international relations, development projects, and global food security, among other areas. Since December 2013, he has been Federal Minister for Economic Cooperation and Development. Müller was born in Krumbach, Germany, and is married and has two children.





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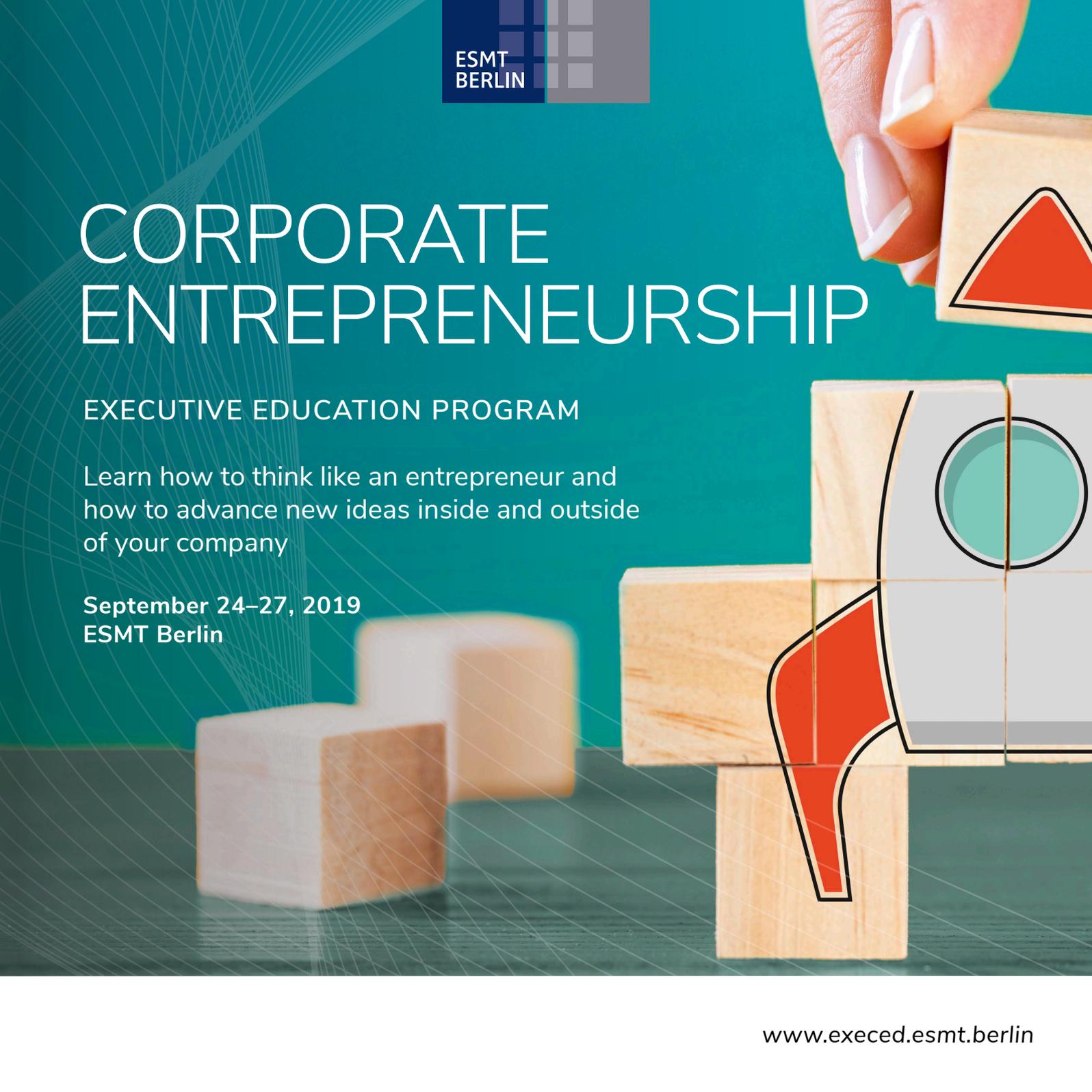
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September 24–27, 2019
ESMT Berlin



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ADDRESS

4:25 p.m.

Auditorium Maximum



DENNIS ZUO

CEO,

Huawei Technologies Deutschland

Dennis Zuo (Defeng Zuo) has been CEO of Huawei Technologies Deutschland GmbH since February 2019. Born in Hebei province, the telecommunications manager has been working for Huawei for more than 20 years, with experience in sales and marketing in Africa, Asia, and China. Prior to his current position, he was vice president of Huawei Chinese Region for four years. He served as CEO of Huawei Hangzhou Rep. office from 2011 to 2014, as vice president of Huawei Northern Africa Region from 2009 to 2011, as CEO of Huawei Morocco from 2006 to 2009, and as deputy CEO of Huawei Egypt from 2003 to 2006. Before joining Huawei, he received a master's degree in engineering from Nanjing University of Aeronautics and Astronautics in China.

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MODERATED TALK

ETHICS IN BUSINESS

4:50 p.m.

Auditorium Maximum



WOLFGANG HUBER

Theologian, Former Chairman of the Council of the Protestant Church in Germany



LORENA JAUME-PALASÍ

*Executive Director,
Ethical Tech Society*

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Professor Wolfgang Huber is a prominent German theologian and an ethicist who served as Bishop of the Protestant Church Berlin-Brandenburg until 2009. As a respected religious figure, academic, and public intellectual, he contributes to a wide range of themes through public lectures, sermons, and discussions while focusing on business ethics, bioethics, education, and intergenerational justice. He also advises various institutions and executives on ethical, social, and religious questions. As a representative of the Protestant Church, he speaks about the issues concerning the role of the family, education, bioethics, the relationship between Christianity and Islam, and the ethics of entrepreneurship.

Lorena Jaume-Palasi is the founder of The Ethical Tech Society, a nonprofit organization researching processes of automation and digitalization with regard to their social relevance. She researches the ethics of digitalization and automation and, in this context, also deals with questions of legal philosophy. She is one of the 100 experts of the Cotec Foundation for her work on automation and ethics and has testified before the European Parliament and the European Commission on artificial intelligence and ethics on several occasions. She has co-authored and edited various publications on internet governance and regularly writes on data protection, privacy and publicity, public goods, and discrimination.

MODERATED TALK
STARTUPS IN AFRICA

5:15 p.m.
Auditorium Maximum



TOM PLÜMMER

*Co-Founder and CEO,
Wingcopter*

Tom Plümmer is the CEO of Wingcopter, an award-winning German manufacturer of innovative drones for logistics, surveying, monitoring, and inspection. As the head of business development, Plümmer is driven by the desire to apply drone technology to social impact and wants to continuously increase the scale of civil opportunities that drones offer. In order to achieve a new dimension of efficiency and close the market gap between commercial drones, helicopters, and fixed-wing aircraft, the startup has specially developed and patented a unique tilting rotor mechanism. Already today, Wingcopter is shaping the future of aviation and is dedicated to improving the lives of people worldwide by enabling meaningful civil applications.



ARUN SHARMA

*Founder,
Infinite Potentials Consulting*

Arun Sharma founded IPC in 2013 and has worked with clients that include Fortune 50 companies, multilateral institutions, governments, universities, private foundations, and startups to develop strategies and implement projects in Africa. He has previously held startup and leadership roles in various international organizations. Alongside his current work, Sharma is working to improve the school-to-work transition at the tertiary education level in Africa, including entrepreneurship education and launching 10 Academy in 2017 and Infinite Potentials in 2012, both aiming to contribute to the realization of potential in Africa. He holds engineering and sustainable development degrees from Cambridge and Waterloo.

HIDDEN CHAMPIONS INSTITUTE

AT THE TOP
BUSINESS SCHOOL
IN GERMANY



THE ESMT BERLIN PRIZE FOR BUSINESS EXCELLENCE
IN LEADERSHIP, INNOVATION, OR ANALYTICS

THE LIA

5:40 p.m.

Auditorium Maximum



CORINNE MICHAELA FLICK

*Founder and Chair,
Convoco Foundation*

Dr. Corinne Michaela Flick is founder and chair of the charitable Convoco Foundation, an interdisciplinary think tank that discusses topics concerning society and its future. She studied law, literature, and American studies at Ludwig Maximilian University and received her Dr. Phil. in 1989. She also worked as an in-house lawyer for Bertelsmann Buch AG and Amazon.com. In 1998, she became general partner in Vivil GmbH und Co. KG. Flick was chair of the Board of Trustees of the Aspen Institute, Germany, from 2012 to 2016 and a member of the Executive Committee of the International Council of the Tate Gallery from 2010 to 2017. Since 2019 she has been chair of the Board of Ambassadors of Friends of ESMT.



GISBERT RÜHL

*CEO,
Klößner & Co*

Following several leadership roles in industry and management consulting, Gisbert Rühl initially joined the Klößner & Co Management Board as CFO in 2005 before stepping up as CEO in 2009. As of May 2019, he once again assumes responsibility for finance alongside his duties as CEO. Rühl is currently spearheading the digital transformation of Klößner & Co as well as the development of an open industry platform, an area where the company is playing a pioneering role in the steel industry.



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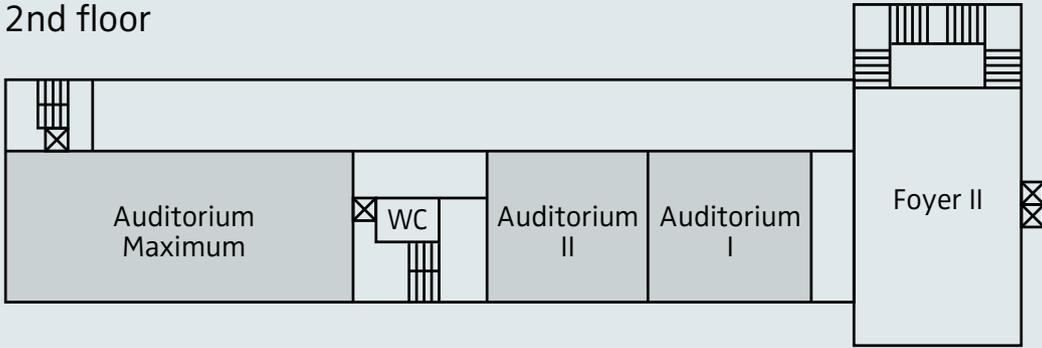


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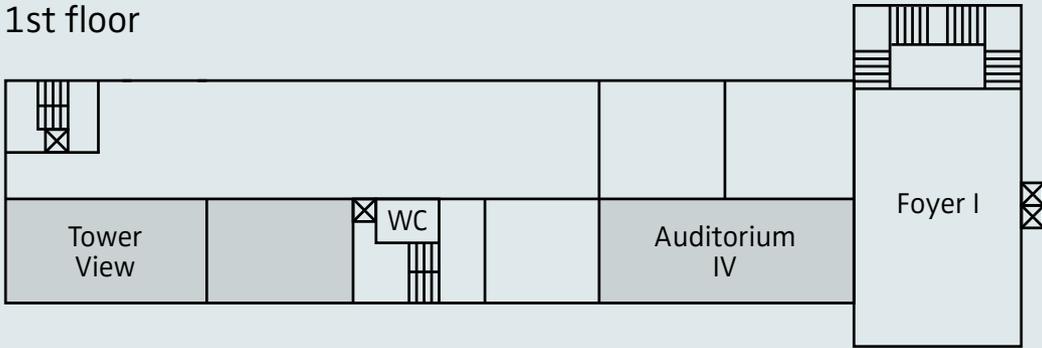
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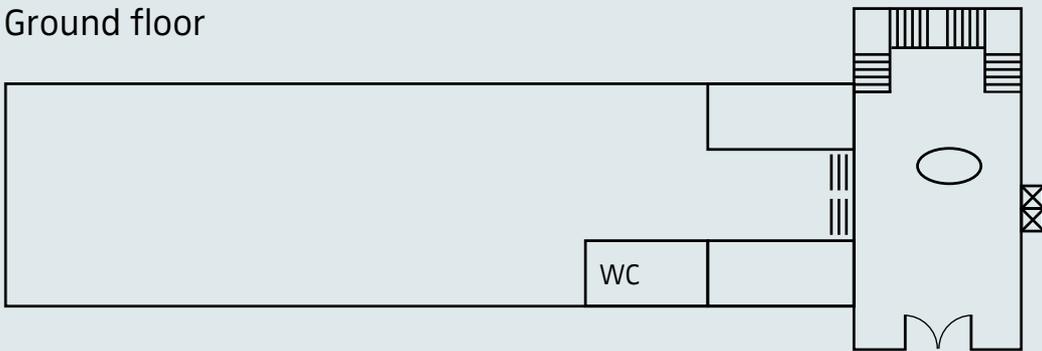
2nd floor



1st floor



Ground floor



☒ Elevator

Entrance

FLOOR PLAN

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