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The Chapter Doing Business in Switzerland presents:

Creating the Innovative Enterprise Process or Values? Product or Passion?

Panelists:

- Gery Brüderlin, Group Head Human Resources, UBS GROUP, Zurich
- Markus R. Neuhaus, Chief Executive Officer, PRICEWATERHOUSECOOPERS AG, Zurich
- Hauke Stars, Country General Manager, HEWLETT PACKARD (SWITZERLAND), Duebendorf
- Hans-Christian Steckling, Managing Director, HCS-CONSULTING, Herliberg

Moderator:

Prof. Georg von Krogh, Chair of Strategic Management and Innovation, ETH ZURICH

Wednesday, May 21, 2008, 11:30 a.m. - 2:00 p.m. (including lunch)
Zunfthaus zur Meisen, Münsterhof 20, Zurich

Innovative companies bring more products to markets, improve internal processes, and create new business models. Research shows that innovative companies generate more shareholder value. Yet, creating the right conditions to innovate is more than a simple task. Putting in place rigid processes fraught with top-down controls may stifle creativity. At the same time, taking a "laissez-faire" attitude, starting many new initiatives without a clear

direction may overtax scarce resources and lead to unnecessary risks.

This meeting focuses on issues pertinent to creating the innovative enterprise:

- What values foster innovation?
- What is the optimal level and form of guidance in innovation?
- What is the role of the CEO in creating the innovative enterprise?

Registration to fax # 043 497 22 70 - Panel Meeting, May 21, 2008, 11:30 a.m., Zunfthaus zur Meisen, Zurich. Registration fee CHF 120.00 for members, CHF 150.00 for non-members. Full no-show charge.

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