“Success is based on Innovation and Technology.”

21.+22.9.2012

Keynote speakers
Karl Landert
and Dr Karl Pilny

Presenters
Dr Mark Esposito, Erhard Rüttimann, Alfonso Tasso,
Rudolf Burkhard, Dr Christoph Bauer, Peter Curtis,
Peter van Bladeren, Daniel Krebser, Dr Peter Lorange
Dear participant.

Innovations are key today. And the customer appreciates cutting-edge products and/or services that are built up around the latest. Modern communication technologies help the customer to understand that these products and/or services are available. With relevant innovations we can charge a higher price, and sell more!

How are such innovations conceived? How are they implemented? How can we speed up things? How do we make use of the modern technology? What is the interface between innovation, technology, organization design, and marketing?

Innovations are key today and the customer must see the need for them! Technology helps us to communicate this.

Dr Peter Lorange
“Innovations are **key** today and the customer **must** see the need for them! Technology helps us to **communicate** this.”

Dr Peter Lorange

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Therefore the 5th Zurich Business Forum is dedicated to innovation and technology – the drivers of success. Our keynote speakers are renowned experts in the field: Dr Karl Pilny is concerned with environmentally friendly innovations and technology and Karl Landert is a specialist regarding applying technology at modern financial institutions.

I am looking forward to seeing you at the 5th Zurich Business Forum.

Kind regards,
Peter Lorange
“Why *are* innovations and technology *the keys* to business success today?”

Dr Peter Lorange

Our program.

Dr Karl Pilny and Karl Landert shall lecture on key aspects of innovation and technology, providing insights from their experiences and from good corporate practice. These lectures are supported by light workshops during which key dilemmas shall be raised, and at least tentative answers be suggested. The workshop offerings are in parallel sessions – you choose what is more interesting to you!

Who should attend.

If you are confronted with key challenges in innovation and technology as a management director, you should attend! The Zurich Business Forum is more than a debating society but a real output boost with lectures and workshops. You will meet leaders from business corporate boards, benefit from the experiences of other key leaders and eventually profit from great networking opportunities. In addition you will be able to put into practice what you hear during the lectures.

Who we are.

The Lorange Institute is a distinguished Business School and is characterized by numerous innovations. With us you can complete post-graduate studies such as our Executive Master of Business Administration and our Executive Master of Science with the choice of four specializations.

Application and fee.

The application is easy and straightforward. Send us an e-mail, give us a call or register directly on our website [www.lorange.org](http://www.lorange.org)

- CHF 3000.–
- info@lorange.org
- +41 44 728 99 44

Keynote speakers and presenters.

- Dr Karl Pilny
- Karl Landert
- Dr Mark Esposito
- Professor, Founder & Director Centre Laps for Responsible Competitiveness
- Erhard Rüttimann
- President and CEO of Communication Partners AG
- Alfonso Tasso
- Alfonso Tasso, VP Sales & Operations Swisscom Hospitality
- Rudolf Burkhard
- Business Development Director, VISTEM GmbH & Co. KG
Keynote speakers and presenters.

Karl Landert
Former CIO of Credit Suisse AG

Dr Karl Pilny
Renowned Asia expert and author of “Das asiatische Jahrhundert”

Dr Mark Esposito
Professor, Founder & Director Centre Laps for Responsible Competitiveness

Erhard Rüttimann
President and CEO of Communication Partners AG

Alfonso Tasso
Alfonso Tasso, VP Sales & Operations Swisscom Hospitality

Rudolf Burkhard
Business Development Director, VISTEM GmbH & Co. KG

www.lorange.org/faculty

Dr Christoph Bauer
CEO, AZ Medien AG

Peter Curtis
CEO, Seaspan Corporation

Peter van Bladeren
Head of NRC Nestlé Research Centre Lausanne

Daniel Krebser
CCO, Atizo AG

Dr Peter Lorange
President, Lorange Institute of Business Zurich
## Program 21.9.2012

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<td>09:00 – 10:15</td>
<td>Welcome</td>
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<td>Dr Peter Lorange</td>
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<td>Introduction and Overview</td>
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<td>10:15 – 10:45</td>
<td>Coffee break and networking</td>
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<td>10:45 – 12:45</td>
<td>Workshop 1</td>
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<td>Daniel Krebser</td>
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<td>Crowdsourcing/Open Innovation</td>
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<td>OR</td>
<td>Workshop 2</td>
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<td>Erhard Rüttimann</td>
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<td>How technology impacts the modern firm?</td>
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<td>12:45 – 14:00</td>
<td>Networking lunch</td>
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<td>14:00 – 16:00</td>
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<td>Alfonso Tasso</td>
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<td>Why and how the internet is going to change and innovate the hotel industry?</td>
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<td>OR</td>
<td>Workshop 4</td>
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<td>Rudolf Burkhardt</td>
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<td>Effectively use our scarce innovation resources – Theory of constraints.</td>
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<td>16:00 – 16:30</td>
<td>Coffee break and networking</td>
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<td>16:30 – 17:30</td>
<td>Keynote Speech</td>
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<td>Dr Karl Pilny</td>
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<td>Green Innovation and Technology</td>
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<td>17:30 – 18:30</td>
<td>Networking apéro</td>
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[www.lorange.org/programm_ZBF2012](www.lorange.org/programm_ZBF2012)
# Program 22.9.2012

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<th>Time</th>
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| 09:00 – 10:15 | Keynote Speech  
|            | Karl Landert  
|            | How IT impacts modern banking?                                        |
| 10:15 – 10:45 | Coffee break and networking                                           |
| 10:45 – 12:45 | Workshop 5  
|            | Dr Christoph Bauer  
|            | New business models in media                                          |
| OR        | Workshop 6  
|            | Peter Curtis  
|            | Innovation in ship design                                             |
| 12:45 – 14:00 | Networking lunch                                                       |
| 14:00 – 16:00 | Workshop 7  
|            | Peter Van Bladeren  
|            | Innovation in consumer Goods                                          |
| OR        | Workshop 8  
|            | Dr Mark Esposito  
|            | Open Innovations                                                      |
| 16:00 – 16:30 | Coffee break and networking                                           |
| 16:30 – 17:00 | Summary  
|            | Dr Peter Lorange  
|            | Lessons Learnt                                                        |
| 17:00 – 18:00 | Networking apéro                                                       |
Success is based on Innovation and Technology.
Yes, I participate in the 5th Zurich Business Forum on 21. and 22.9.2012 and accept the payment conditions. Fees for the program are CHF 3000.–; no refund on cancellations made.

Sorry, I am busy but please inform me about your programs and future events.

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name/surname

company

position

street/no.

zip code/place

phone

e-mail

date/signature

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The number of seats is limited. Please send us your registration as soon as possible. You will then receive a confirmation with your invoice.