



FDC – Aloysio Faria Campus

Fundação Dom Cabral, the institution that hosts the event, is the 13th best business school in the world according to the Financial Times 2009 executive education ranking.

FDC is located in the State of Minas Gerais and near historical cities such as Ouro Preto, whose baroque architecture has led UNESCO to name it a World Heritage Center. Minas Gerais is also famous for having one of the most exuberant cuisines in the world and is of great historical importance to Brazil.

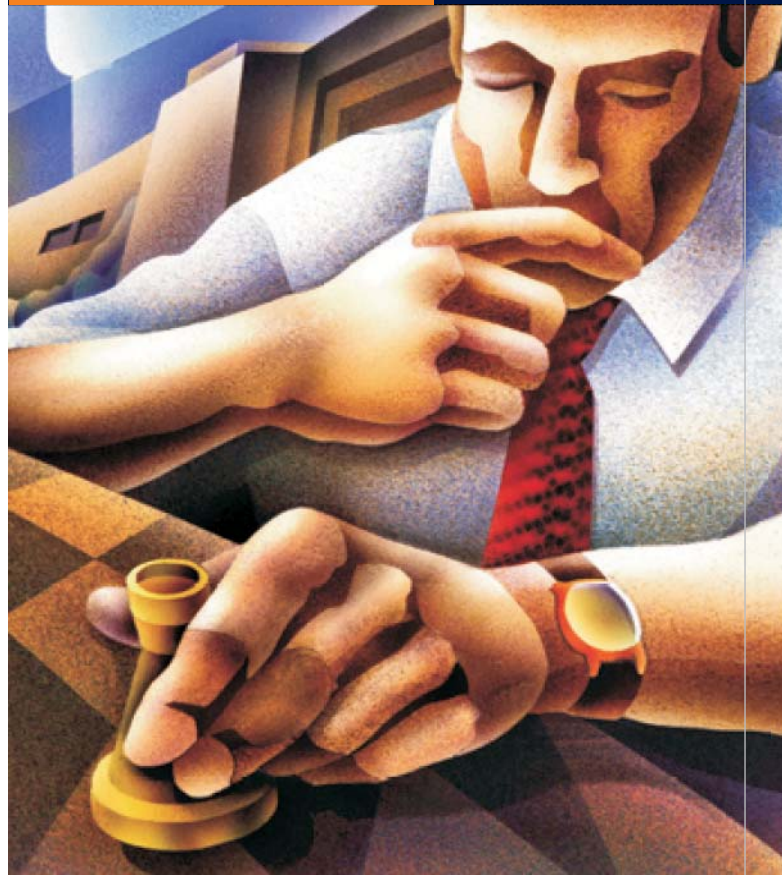
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FUNDAÇÃO DOM CABRAL
FDC
DEVELOPING EXECUTIVES AND COMPANIES

International EFMD-FDC Conference

Strategic Movements
in Business Education



Preliminary Programme

August 15th to 17th, 2010
FDC – Brazil



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International EFMD-FDC Conference

Strategic Movements in Business Education

August 15th to 17th, 2010 | FDC – Brazil

What are the main strategic movements that impact the field of Business Education? What new cases of mergers, acquisitions, spins-offs and partnerships are being carried out? For what reasons are companies and entrepreneurs creating new Business Schools? What possibilities of cooperation exist in the industry among Business Schools, Consulting Firms and Corporate Universities?

These will be some of the target questions at the Strategic Movements in Business Education Conference. We invite you to discuss them with experts and different players in this industry as well as CEOs and global leaders.

Preliminary Programme

Throughout the conference there will be ample time for interaction among:

- 1 EFMD-FDC Conference Participants
- 2 Members of the FDC International Advisory Council
- 3 Corporate Global Leaders

■ Sunday, August 15th, 2010

Registration: 6 p.m. – 7 p.m.

Opening Remarks: 7p.m – 8p.m

Main research on findings and inputs of FDC's history and values

Emerson de Almeida, Dean, Fundação Dom Cabral, Brazil

Eric Cornuel, Director General and CEO, EFMD, Belgium

Welcome drinks: 8 p.m.

■ Monday, August 16th, 2010

1 Movements in Business Education: new models and configurations

Based on real experiences, the aim of this panel is to analyze strategic moves in the Business Education industry involving mergers, acquisitions, spin-offs as well as the creation of new business schools by companies and entrepreneurs. It also discusses new business education strategies and formats for competitive differentiation.

MODERATOR

- **Thomas Durand**, Professor of Business Strategy, Ecole Centrale Paris, France

PANELISTS

- **Bing Xiang**, Dean, Cheung Kong Graduate School of Business, China
- **Peter Lorange**, President, Graduate School of Business Administration, Switzerland
- **Wulff Plinke**, Founding Dean, ESMT – European School of Management & Technology, Germany

Exchange of Experiences: “strategic movements in business education”

Conversational dynamic on the real challenges experienced by the business education industry followed by a plenary session on experiences and attempts to respond the presented challenges, including strategic moves such as mergers, acquisitions, spin-offs, among others.

COORDINATOR

- **Kenneth Bardach**, Board of Trustees Member, Fundação Dom Cabral, Brazil

12 Views from the Corporate World: challenges facing corporations in the 21st Century

Based on the perspectives of CEOs from relevant global companies, we seek to reflect on the challenges and opportunities facing the future of corporations. We will highlight demands in terms of executive education and company development as regards new management, competencies and talent models that can respond to the new world after the crisis.

COORDINATOR

- **Carlos Arruda**, Professor and Director of International Relations, Executive Director of the International Council, Fundação Dom Cabral, Brazil, Chairman of the Board, UNICON, USA

PANELISTS

- **Mark Cutifani***, CEO and Chairman, AngloGold Ashanti, South Africa
- **Narayana Murthy***, CEO, Infosys, India
- **Sérgio Foguel***, Member of the Board Directors, Odebrecht, Brazil

WIKI SESSION

Open dialogues on the topics broached on the panel, followed by a discussion on the challenges presented by the companies and solutions offered by business schools, consulting companies and corporate universities.

COORDINATOR

- **Donald Jacobs***, Dean Emeritus, Kellogg School of Management, USA

■ Tuesday, August 17th, 2010

1 The Future of Business Education: alternative models and new hypotheses (from competition to cooperation)

Based on the scenarios and strategic movements described, it aims at analyzing the possibilities of cooperation in the industry.

MODERATOR

- **Santiago Iñiguez**, Dean, Instituto de Empresa, Spain

PANELISTS

- **Leslie Teichgraber**, Vice President, PepsiCo University, USA
- **Ricardo Salomão**, Head, Petrobras University, Brazil
- **McKinsey & Company Consulting Represent, USA** (*to be confirmed*)

123 Dialogue on Climate Change, Clean Energy and Sustainable Development: the role of business and business schools

KEYNOTE SPEAKER

- **Duncan Niederauer***, CEO, New York Stock Exchange Euronex, USA

PANELISTS

- **Mohan Munasinghe**, 2007 Nobel Peace Prize as Vice Chairman of the Intergovernmental Panel on Climate Change (United Nations), Sri Lanka
- **Pierre Tapie**, Dean & President of ESSEC Business School, Paris-Singapore and Chairman of GRLI – Globally Responsible Leadership Initiative, France

Closing Session

* Members of the FDC International Advisory Council