

# 11<sup>th</sup> OEC ALUMNI UZH FORUM 2010

The Zurich Economists' Forum (ZEF)

## «Developing Humanity - Reducing Poverty»

Contributions from Economics and Business



Prof. Stuart L. Hart, Cornell University  
Prof. Ted London, University of Michigan  
Martin Dahinden, Director SDC/DEZA  
Rosmarie L. Michel, responsAbility  
moderated by Peter Arbenz



University of Zurich

Thursday, September 16<sup>th</sup>, 2010, 17:30  
University of Zurich, main building  
[www.oecforum.ch](http://www.oecforum.ch)

## President's Letter

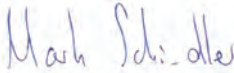
**Dear Alumni, dear guests,**

I am pleased to invite you to our 11<sup>th</sup> OEC ALUMNI UZH - Forum (The Zurich Economists' Forum - ZEF).

The topic «Developing Humanity – Reducing Poverty, Contributions from Economics and Business» will be discussed by four prominent keynote speakers. The objective of our forum is to discuss and explore the strategy of a „third-generation“ corporate model – how it works and can be implemented. This new form of a sustainable enterprise is suitable to foster human development and reduce poverty worldwide.

In the concluding panel discussion moderated by Peter Arbenz recent developmental projects by private businesses and civil society initiatives will be critically assessed and their potential demonstrated. You are invited to ask questions and express your own point of view.

I am looking forward to welcoming you at the 11<sup>th</sup> OEC ALUMNI UZH - Forum (The Zurich Economists' Forum - ZEF).



**Dr. Mark Schindler**  
**President OEC ALUMNI UZH**

## We Thank Our Partners

CREDIT SUISSE 



University of Zurich  
Faculty of Economics,  
Business Administration  
and IT

## Neue Zürcher Zeitung



University of Zurich **executive** | **MBA**

# Event Details

---

## Venue

### University of Zurich

main building, Rämistrasse 71, CH-8006 Zurich, lecture hall KOH-B-10  
Thursday, September 16<sup>th</sup>, 2010, 17:30-21:00 h

Only a limited public parking space is available in the area. From Zurich Main Station it takes about 15 minutes to get to the venue by tram. The way to the conference room in the main building of University of Zurich is indicated – [www.oecforum.ch](http://www.oecforum.ch)

---

## Schedule

- 16:30** Registration at the entrance to lecture hall KOH-B-10
- 17:30** **Alumni's welcome:** Dr. MARK SCHINDLER, President OEC ALUMNI UZH  
**Dean's welcome:** Prof. Dr. Dr. Josef FALKINGER, Dean of the Faculty of Economics, Business Administration and IT, University of Zurich  
**Introduction:** PETER ARBENZ
- 17:45** **Keynote 1:** Prof. Stuart L. Hart, Cornell University  
«Developing Humanity - Reducing Poverty: The Emergence of the Third Generation Corporation»
- 18:15** **Keynote 2:** Prof. Ted London, University of Michigan  
«Creating a Fortune with the Base of the Pyramid: A Roadmap for Venture Development»
- 18:45** **Keynote 3:** Martin Dahinden, Director-General of the Swiss Agency for Development and Cooperation (SDC/DEZA)  
«The UN Millennium Development Goals and Switzerland: Shifts in Approach»
- 19:15** Coffee Break
- 19:45** **Keynote 4:** Rosmarie L. Michel, Advisory Board responsAbility Social Investments AG  
«Microfinance: Investment in the Future. Clients-Investors-Markets»
- 20:15** **Panel Discussion** with Stuart L. Hart, Ted London, Martin Dahinden and Rosmarie L. Michel  
Moderation: Peter Arbenz  
«Developing Humanity - Fighting Poverty: What is the future Role of Government, Business and Civil Society in Reducing Poverty?»
- 21:00** Apéro riche in the Foyer West

# Introduction

## «Developing Humanity - Reducing Poverty» Contributions from Economics and Business

While economies in the developed world are shrinking or stagnating, many emerging and developing countries are flourishing. At the same time, almost half of the world's population doesn't have access to the products and services necessary for a dignified life. That's why business need to be concerned with the development of new markets and tackle growth opportunities in developing and emerging countries. In addition local new business models are arising from individual initiatives and have to be promoted.

It also has become strikingly evident since the turn of the millennium that development aid, charity or «global business-as-usual» will not deliver solutions to poverty as expected. However, corporations are considered as an important driver. Through market activities in developing and emerging countries – be it by supplying from the poor, engaging them as employees or by selling suitable products and services to them – companies can have a substantial positive influence on private sector development in poor areas.

«Inclusive Business» or serving the «Base of the Pyramid» are concepts and terms that have developed over the last ten years. They are targeted at two goals at the same time: Making a contribution to solve development issues as income-poverty, malnutrition and health while reaching corporate goals of growth and profit. Developing successful and innovative business models that reach those goals is very challenging. This year's "The Zurich Economists' Forum – ZEF" delivers an insight into this growing field in research and practice.

*by Piera Waibel, lic.oec.publ.UZH*



# Keynote Speakers

## Keynote 1: «Developing Humanity - Reducing Poverty: The Emergence of the Third Generation Corporation» PROF. STUART L. HART



Professor Hart is one of the world's top authorities on the implications of sustainable development and environmentalism for business strategy. Before coming to the Johnson School at Cornell University, he taught strategic management and founded the Center for Sustainable Enterprise (CSE) at the University of North Carolina's Kenan-Flagler Business School, and the Corporate Environmental Management Program (CEMP) at the University of Michigan. He has served as management educator for corporations and organizations around the world.

Hart has published over 50 papers and authored or edited five books. He wrote the seminal article, „Beyond Greening: Strategies for a Sustainable World,“ which won the McKinsey Award for Best Article in Harvard Business Review in 1997, and helped launch the movement for corporate sustainability. With C.K. Prahalad, Hart wrote the pathbreaking 2002 article „The Fortune at the Bottom of the Pyramid“, which provided the first articulation of how business could profitably serve the needs of the four billion poor in the developing world.

### Abstract of Keynote 1 by Stuart L. Hart

This keynote delivers the fundamental framework of the topic “Developing Humanity – Reducing Poverty” and explains the core concepts and theories. The speaker will trace the evolution of the corporation from its inception some 500 years ago and show how the “second-generation” industrial corporate model is now giving way to a “third-generation” form based on sustainability and human development. The keynote will give a state of the art report on the theory and practice of sustainable enterprise and introduce the concept of “base of the pyramid” business.

## Keynote 2: «Creating a Fortune with the Base of the Pyramid (BoP): A Roadmap for Venture Development» PROF. TED LONDON

Ted London is a Senior Research Fellow at the William Davidson Institute (WDI) and on the faculty at the University of Michigan's Ross School of Business. At WDI, he directs the Base of the Pyramid Initiative, a program that champions innovative ways of thinking about more inclusive forms of capitalism.

As a leading expert on the intersection of business strategy and poverty alleviation, London focuses on designing enterprise strategies and poverty alleviation approaches for low-income markets, developing market-entry capabilities, building cross-sector collaborations, and assessing poverty reduction outcomes of business ventures. His numerous articles, chapters, reports, and cases emphasize creating new knowledge with actionable implications.



Over the past two decades, London has directed and advised leadership teams in the corporate, non-profit, and development sectors on designing and implementing market-based strategies in low-income markets. He currently sits on several advisory boards and shares his research in venues across the globe. Prior to coming to the University of Michigan, London was on the faculty at the University of North Carolina. Before that, he held senior management positions in the private, non-profit, and development sectors on three continents.

## Abstract of Keynote 2 by Ted London

Ted London presents BoP venture leaders and development practitioners with a roadmap to guide their enterprise development efforts based on the perspective of “creating a fortune with the BoP.” In particular, he provides core principles that leadership teams should apply at each of the three stages of BoP venture development: designing, piloting, and scaling. London advocates that venture development grounded in mutual value creation offers the best prospect for generating economically-viable enterprises that also enhance the quality of life in BoP communities. He further argues that appropriately applying the core principles in each stage of development can mean the difference between venture success and failure. London also proposes a new perspective on cross-sector collaborations that can more effectively integrate business effort to build viable BoP ventures with development community investments in creating new market opportunities.

## Keynote 3: «The UN Millennium Development Goals and Switzerland: Shifts in Approach» MARTIN DAHINDEN

Ambassador Martin Dahinden took over the position of Director-General at the Swiss Agency for Development and Cooperation on May 1<sup>st</sup>, 2008. Prior to this, Martin Dahinden headed the FDFA's Directorate of Corporate Management (from 2004), after having worked as Director of the Geneva International Centre for Humanitarian Demining (from 2000 to 2004).

Martin Dahinden entered the diplomatic service in 1987. During his career, he held assignments in Geneva as member of the Swiss Delegation to GATT, at the Swiss Embassy in Paris, as Deputy to the Swiss ambassador in Nigeria, and was temporarily posted at the Swiss Mission to the UN in New York. At the Head Office in Bern, he worked at the FDFA's Service for Disarmament Policy and Nuclear Issues, as Head of the OSCE Service of Political Affairs Division I, and held the post of Deputy Head of the OSCE Coordination Unit during the Swiss Chairmanship of the OSCE in 1996. The following year, he was sent abroad as Deputy Head of the Swiss Mission to NATO in Brussels. Before entering the diplomatic service, Dr. Martin Dahinden studied Business Administration at the University of Zurich. Subsequently he was employed with a bank and later with a publishing house.



## Abstract of Keynote 3 by Martin Dahinden

The Commitments taken by the international community under the UN Millennium Development Goals have significantly reduced poverty during the past decade. The main focus has been on the delivery of services to the poor. To achieve further progress in eradicating poverty it will be increasingly important to shift the approach, to sustain an environment favourable to economic activities of poor people and to empower them to income generating activities. The Swiss Agency for Development and Cooperation SDC has significant experience in those areas. Poor people have very often a well developed sense for economic behaviour, innovative initiative and are on their scale reasonable investors. Contents of this keynote will be illustrated with selected examples of SDC projects.

## Keynote 4: «Microfinance: Investment in the future, Clients – Investors – Markets» ROSMARIE L. MICHEL

Rosmarie Michel was born in Zurich and still lives in her hometown. She represented the fourth generation of her family business and served as first or only woman on the boards of Credit Suisse and several major Swiss companies.

In her capacity as International President of the Federation of Business and Professional Women, her worldwide travels brought her in contact with different economic circumstances, mainly in developing countries. Especially her visits to India and Africa left a deep impression and motivated her to help improve the economic situation especially for women. For 30 years, she has been active in the strategic development of microcredits, serving as board member and Executive Vice Chair of Women's World Banking, New York, and supporting the development of the Investment Fund responsibility of Credit Suisse. Rosmarie Michel was elected Permanent Honorary Guest of the University of Zurich and received the Women's Finance Award from the University of Lucerne for her lifetime achievement in 2009. In 2007, Orell Füssli published a book with the title: «Rosmarie Michel: Leadership mit Bodenhaftung» by Monique R. Siegel.



## Abstract of Keynote 4 by Rosmarie L. Michel

The idea for Women's World Banking was conceived during the first United Nations World Conference on Women, held in Mexico City in 1975. At this meeting, ten visionary women from five continents articulated a simple but innovative concept: providing small loans and other financial services to poor women entrepreneurs could be a major force in the global fight against poverty.

Today, WWB provides support, advice, training and information to a global network of 40 microfinance institutions and banks in 28 countries worldwide. WWB network members offer credits and other financial services directly to 20 million poor entrepreneurs, 74% of them being women.

- What does partnership between investors and microcredit clients mean?
- Who benefits from these worldwide changes?
- What does empowerment of women through microcredits mean?

R. Michel will answer these questions with some examples from her personal experience.

## **Panel Discussion: «Developing Humanity – Fighting Poverty: What is the future Role of Government, Business, and Civil Society in Reducing Poverty?» moderated by PETER ARBENZ**

Peter Arbenz is since 2001 honorary President of Helvetas, Swiss Association for International Cooperation. As private consultant for Strategy and Management Development he runs his office in Winterthur, where he is also Chairman of the Board of Directors in private companies. In the mid 90ies, he served as Force Inspector General of United Nations Protection Force (UNPROFOR) in former Yugoslavia and was 1996 personal advisor to the President of the Organization for Security and Co-operation in Europe (OSCE) for the Mission in Bosnia and Hercegovina. Peter Arbenz was from 1987 - 1993 Director of the Swiss Office for Refugees in the Ministry of Justice and Police. Prior to this he was City councilor of Winterthur (1977 - 1986). At the same time and later on he became also member of the International Committee of the Red Cross (ICRC). His career began with 10 years development cooperation in Switzerland and abroad, followed by private business activities. Peter Arbenz studied political science and economics at the University of St. Gallen and the London School of Economics. He published various articles on development, migration and security policy.



### **Panel Discussion**

The speakers will discuss the adequate role of government, business, and civil society in contributing to human development and in fighting poverty or other social miseries. The discussion will review critically the state of the art of development policy and will point out possible shifts in approach.

In particular recent developmental projects by private businesses or civil society initiatives will be critically assessed and their potential demonstrated: micro-loans and micro-insurance, business venturing for the poor, Bottom of the Pyramid, social entrepreneurship. Recommendations will be elaborated.

# Registration & Contact

---

## Registration

<b>Website</b>	Please fill in the electronic registration form on <a href="http://www.oecforum.ch">www.oecforum.ch</a> Registration deadline is September 14 <sup>th</sup> , 2010.	
<b>Fee</b>	Members of OEC ALUMNI UZH	CHF 100.-
<b>(incl. re-</b>	Members of associated alumni organizations	CHF 150.-
<b>freshments,</b>	Third party participants	CHF 200.-
<b>apéro riche)</b>	Special offer for students of the Faculty of Economics, Business Administration and IT	CHF 25.-

---

## Contact

<b>Conference Bureau</b>	OEC ALUMNI UZH c/o Fachverein Oekonomie, University of Zurich Stefan von Grünigen and Malena Schulz Rämistrasse 62 CH-8001 Zürich Tel (von Grünigen) +41 (0)78 757 77 54 Tel (Schulz) +41 (0)79 917 76 06 E-Mail <a href="mailto:contact@oecforum.ch">contact@oecforum.ch</a> Web <a href="http://www.oecforum.ch">www.oecforum.ch</a> <a href="http://www.oecalumni.ch">www.oecalumni.ch</a>
------------------------------	--

**We are looking forward to welcoming you at the  
11<sup>th</sup> OEC ALUMNI UZH Forum 2010.**

**OEC  
ALUMNI  
UZH**

Das Netzwerk  
der Absolventinnen und Absolventen  
der Wirtschaftswissenschaftlichen Fakultät  
der Universität Zürich

Alumni Economists University of Zurich

[www.oecalumni.ch](http://www.oecalumni.ch)



2010 a seedling  
2025 the prosperity of many  
**One Bank**  
maintaining the dialogue on sustainable growth

Credit Suisse has been evaluating risks, challenges and opportunities with a long-term perspective since 1856. We engage regularly in the debate on sustainable growth and are proud sponsors of the 11<sup>th</sup> Zurich Economists' Forum.

[credit-suisse.com](http://credit-suisse.com)



- Our research performance achieves the highest international recognition.
- Our study programs comply with the highest international standards and share the intellectual diversity within UZH.
- In the last five years more than thirty Alumni of our faculty were hired as young professors by other universities.

## Excellence and Responsibility

- Our striving for excellence is sustainable in the long-run.
- We encourage scientific skills, creative thinking and ethical reflection in students.
- Our Alumni reflect their role in business and society in a responsible manner.



University of Zurich  
Faculty of Economics,  
Business Administration  
and IT

