

# stars

the Stein am Rhein Symposium  
for Leaders of the Next Generation

**Programme 2010**

**Fit for the Future – Challenges and Choices 2020**

2010

**Saturday, 25 September 2010**

12.00 pm	<b>Conference Check-in open</b> Sandwiches and snacks available		Chlosterhof
04.00	<b>Welcome Address</b>	Dr. <b>Toni Schöenberger</b> , Chairman of stars	Bürgerasyl
04.15	<b>2020 – Challenges and Choices</b>		
	<b>A European Perspective</b>	Dr. <b>Josef Ackermann</b> , CEO of Deutsche Bank AG	
	<b>An American Perspective</b>	<b>Robert Milligan</b> , Chairman of the U.S. Chamber of Commerce	
	<b>An Asian Perspective</b>	<b>Yoshiyuki Ogura</b> , General Manager International Strategy Division of Hitachi, Ltd.	
06.30	<b>Cocktails</b>		Kloster St.Georgen
	<b>Dinner</b>		Chlosterhof
	<b>Special Insight: China's Non-governmental Public Diplomacy</b>	<b>Xiaolin Li</b> , Vice President of the Chinese People's Association for Friendship with Foreign Countries	

**Sunday, 26 September 2010**

08.30 am	<b>The Changing World of Health</b>	Dr. <b>Patrick Dixon</b> , Futurist and Chairman of Global Change Ltd.	Chlosterhof
11.45	<b>City Tour</b>		Stein am Rhein *
01.00 pm	<b>Lunch</b>		Chlosterhof
02.00	<b>The New Global Order and the Emerging World</b>		Bürgerasyl
	<b>A Political and Economic Perspective</b>	Dr. <b>Linda Yueh</b> , Professor at the London School of Economics and Political Science	
	<b>The Double-edged Sword of Intellectual Property</b>	Prof. Dr. <b>Xiaoguang Shan</b> , Director of the Intellectual Property Institute and Dean of the School of Law at Tongji University Shanghai	
	<b>Workshops</b>		Chlosterhof / Bürgerasyl
	<ul style="list-style-type: none"><li>▪ <b>A Political and Economic Perspective (cont.)</b></li><li>▪ <b>The Double-edged Sword of Intellectual Property (cont.)</b></li><li>▪ <b>Asian Investments in the West</b></li><li>▪ <b>Africa</b></li><li>▪ <b>India</b></li><li>▪ <b>Latin America</b></li> <li>▪ <b>Middle East</b></li> <li>▪ <b>Russia</b></li></ul>	<p>Dr. <b>Linda Yueh</b></p> <p>Prof. Dr. <b>Xiaoguang Shan</b></p> <p><b>Urs Schoettli</b>, Columnist of Neue Zürcher Zeitung</p> <p><b>Rooks Moodley</b>, Area Manager Durban at Olive Leaf Foundation</p> <p>Dr. <b>Ken Gnanakan</b>, Chancellor of William Carey University</p> <p>Dr. <b>Luis J. Sanz</b>, Associate Dean of Master Programs at INCAE Business School</p> <p><b>Leonardo F. Schlesinger</b>, CEO of Masisa México</p> <p><b>Badir Almusharrekh</b>, Director and Representative of the UAE office to the WTO</p> <p>Dr. <b>Vladimir A. Orlov</b>, President of PIR Center</p>	
05.00	<b>Time at your disposal</b>		
05.30	<b>Walk together to Castle of Hohenklingen</b> * (optional: shuttle bus)		
06.30	<b>Cocktails</b> <b>Welcome Speech</b>	<b>Franz Hostettmann</b> , Mayor of the City of Stein am Rhein	Castle of Hohenklingen
	<b>Dinner</b>		

\* Meeting Point: Foyer Chlosterhof

**Monday, 27 September 2010**

08.30 am	<b>Implications of the Latest Technological Developments</b>		Bürgerasyl
	<b>Virtual Reality: Disney Research</b>	Prof. Dr. <b>Markus Gross</b> , Director of Disney Research Zurich, Department of Computer Science, ETH Zurich	
	<b>Nanotechnology: Chances and Risks</b>	Prof. Dr. <b>Wendelin Stark</b> , Head of the Functional Materials Laboratory, Chemistry and Applied Biosciences, ETH Zurich	
	<b>Open Source Innovation</b>	Prof. <b>Georg von Krogh</b> , Chair of Strategic Management and Innovation, Department of Management, Technology, and Economics, ETH Zurich	
	<b>Policy Implications for RFID and other Emerging Technologies</b>	Prof. Dr. <b>Nigel Cameron</b> , President of the Center for Policy on Emerging Technologies	
11.30	<b>Special Insight: KIIT University as a Role Model for Sustainable Inclusive Growth</b>	Dr. <b>Mrutyunjay Suar</b> , Director of the School of Biotechnology at KIIT University, Alumnus of stars'08	Bürgerasyl
12.30 pm	<b>Lunch</b>		Chlosterhof
02.00	<b>Energy: Choices, Tensions, Ecology and Economics</b>		Bürgerasyl
	<b>Global Scenarios for the Future of Energy</b>	<b>Jeremy Bentham</b> , Vice President of Global Business Environment at Royal Dutch Shell	
	<b>European Russian Energy Relations: Potential and Challenges</b>	Dr. <b>Burckhard Bergmann</b> , Board Member of OAO Gazprom	
	<b>A Chinese Perspective on Energy</b>	Prof. <b>Yunlong E</b> , Senior Consultant of China Xinxing Corporation	
	<b>Costs, Pricing, Profits and Consequences</b>	Dr. <b>Alexander Kulpecz</b> , Managing Partner of Pulsar Energy LLP	
05.00	<b>Time at your disposal</b>		
05.30	<b>Boat Trip and Cocktails</b>		On the Rhine*
07.00	<b>Dinner Welcome speech</b>	Dr. <b>Erhard Meister</b> , President of the Cantonal Government Schaffhausen	Chlosterhof
	<b>Special Insight: Fighting for Resources</b>	<b>Godefridus Vranken</b> , Senior Vice President Corporate and Business Development, JT Inetrnational S.A.	

\* Meeting Point: Foyer Chlosterhof

Tuesday, 28 September 2010

08.30 am **China's Changing Fortunes** Bürgerasyl

**China's State-owned Enterprises**

**Duncai Yu**, Vice President of Chinese Federation of Enterprises, President of China Xinxing Corporation

**Institutional Change in China**

Prof. Dr. **Yang Yao**, Director of China Center for Economic Research at Peking University

**China's Growing Civic Societies**

**Simone Song**, Managing Director at Cowen Latitude, Hong Kong

10.45 **Living with Change** Bürgerasyl

**Jürgen Dormann**, Chairman of Sulzer Ltd.

**Sergio Marchionne**, CEO of Fiat Group and Chrysler Group LLC

12.30 pm **Concluding Remarks** Dr. **Toni Schönenberger**, Chairman of stars

12.45 **Lunch** Klosterhof

**Moderators of stars2010**

**Calvin Grieder**, CEO of Bühler AG, Foundation Board of stars

Prof. **Prabhu Gupta**, Executive Director at UBS Wolfsberg, Advisory Board of stars

Dr. **Markus Neuhaus**, CEO of PricewaterhouseCoopers Switzerland, Foundation Board of stars

**Chlosterhof, Foyer**

Phone +41 79 679 49 03

ellen.wappler@the-stars.ch

**A Chlosterhof**

Oehningerstrasse 2

Phone +41 52 742 42 42

chlosterhof@bluewin.ch

**B Bürgerasyl****C Adler**

Rathausplatz 2

Phone +41 52 742 61 61

hotel-adler@bluewin.ch

**D Rheinfels**

Rhigass 8

Phone +41 52 741 21 44

rheinfels@bluewin.ch

**E Rheingerbe**

Schiffländi 5

Phone +41 52 741 29 91

**F Rosenberg**

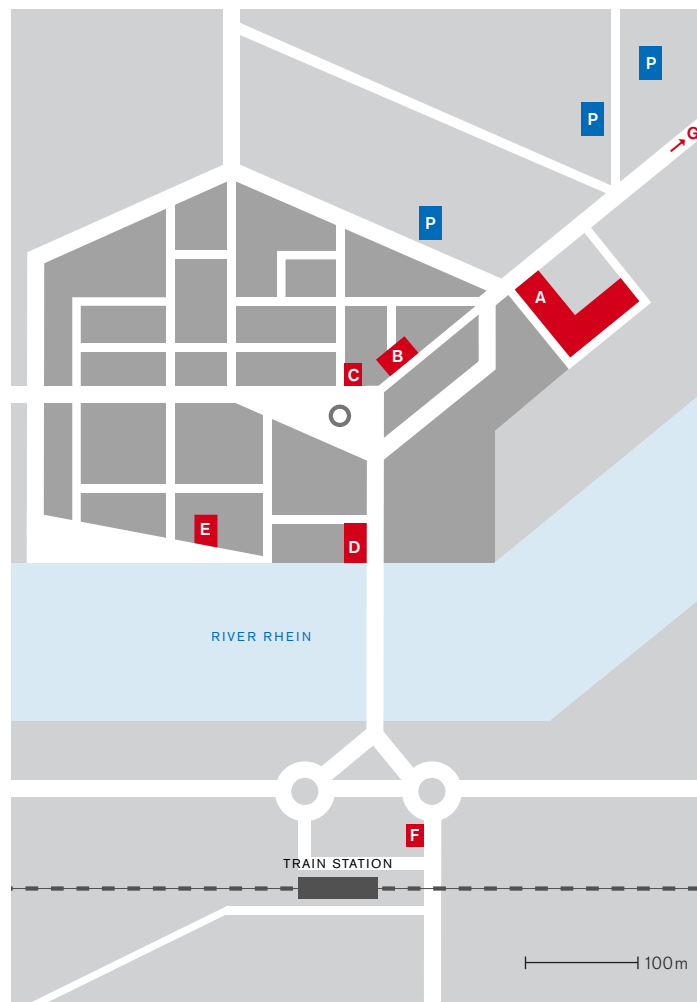
c/o Hotel Adler (C)

**G Schloss Marbach**

D-78337 Öhningen

Phone +49 7735 81 30

info@schlossmarbach.de



## At a Glance

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### What is stars?

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- stars helps prepare proven “Leaders of the Next Generation” for global leadership roles by broadening horizons through interdisciplinary and intercultural dialogue with peers and global leaders from all fields.
- Awareness of global trends and issues is raised through an exploration of the widest possible range of diverse facts, views and perspectives.

### Who is behind stars?

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- A group of individuals, all members of the stars Foundation Board, has put together this initiative solely for the purpose of developing the next generation of leaders, and wholly unaffiliated to any political party or religious denomination.
- The efforts of the Board are essentially supported by the City of Stein am Rhein and the Jakob and Emma Windler Foundation and by other sponsors.
- The stars Foundation is neutral, independent and not for profit, registered in Switzerland.

### Distinctive Features

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- **Exclusive, intimate, international**  
80 “Leaders of the Next Generation”, aged 35 to 40 years, from business, science, politics and culture
- **Top quality of participants and alumni**  
Nominated by Chairmen, CEOs and other outstanding personalities
- **Content-driven, future-oriented, highly interactive**  
First-hand information by world-class speakers and global leaders from all fields

### Benefits for participants and their organisations

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- Personal and professional development of future leaders to enhance strategic decision-making
- Cutting-edge insights into trends and developments which will impact organisations
- Membership of and participation in a global network of “Leaders of the Next Generation”

### Foundation Board

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- Dr. **Toni Schönenberger**, CEO of UBS Wolfsberg, Chairman of the stars Foundation Board
- **Calvin Grieder**, CEO of Bühler AG
- Prof. Dr. **Hans Hengartner**, Professor Emeritus of Experimental Immunology, University of Zurich and ETH Zurich, Vice Chairman of the stars Foundation Board
- **Franz Hostettmann**, Mayor of the City of Stein am Rhein
- **Günter F. Kelm**, Chairman of the Board of Directors of Geberit AG, Vice Chairman of the stars Foundation Board
- **Medard Meier**, Partner of Gisler.Meier.Repele.Z'Graggen
- Dr. **Markus R. Neuhaus**, CEO of PricewaterhouseCoopers Switzerland
- Dr. **Christoph D. Schmid**, Attorney-at-law, Partner of Wenger&Vieli AG

## Advisory Board

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- Prof. Dr. **David Aikman**, Journalist, Author and Foreign Affairs Commentator, former Senior Correspondent of TIME magazine, Washington D.C., USA
- Prof. Dr. **Manuel Ammann**, Director of the Swiss Institute of Banking and Finance, University of St.Gallen, Switzerland
- Prof. Dr. **Pius Baschera**, Professor of Corporate Management at the ETH Swiss Federal Institute of Technology Zurich, and Chairman of the Board of Directors of Hilti Corporation, Schaan, Liechtenstein
- Prof. Dr. **Giorgio Behr**, Chairman and CEO of Behr Bircher Cellpack BBC Group, Schaffhausen, Switzerland
- **Kully Dhadda**, Managing Director of Flame Public Relations, former Senior Journalist at the BBC's Business and Economics Center for Excellence, London, UK
- Prof. **Yunlong E**, Senior Consultant of China Xinxing Corporation, Beijing, China
- Dr. **Ken Gnanakan**, Chancellor of William Carey University, Author, Environmentalist and Educator, Bangalore, India
- Prof. **Prabhu Gupta**, Executive Director at UBS Wolfsberg, Ermatingen, Switzerland
- Prof. Dr. **Renate Köcher**, Head of the Institute of Demoscopy Allensbach, Germany
- **Jeffrey Li**, former President of Novartis China, Beijing, China
- **Xiaolin Li**, Vice President of the Chinese People's Association for Friendship with Foreign Countries, Beijing, China
- **Manfred Maus**, former Chairman of OBI, Leverkusen, Germany
- Prof. **Steve Reinemund**, Dean of Business Schools at Wake Forest University, former CEO and Chairman of PepsiCo, Winston-Salem, USA
- Prof. Dr. **Ulrich Rüdiger**, Rector of the University of Konstanz, Germany
- **Urs Schoettli**, Columnist of Neue Zürcher Zeitung, Tokyo, Japan
- Prof. Dr. **Jianxin You**, Deputy President of the Chinese Academy of Science and Technology Management, Tongji University, Shanghai, China

## Executive Director

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- Ellen Wappler

## Venue

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- Stein am Rhein – stunningly beautiful medieval town, 40 minutes from Zurich Airport

## Public Lecture

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Speaker **Urs Schoettli**, Columnist of Neue Zürcher Zeitung, Tokyo, Japan

Topic **Asien rückt uns näher!**

Date/Time Sunday, 26 September 2010

Zeit 10.30 am: Presentation and Q & A  
12.00 pm: Cocktails

Place Windlersaal, Bürgerasyl, Stein am Rhein

## Contact us

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Ellen Wappler  
Executive Director  
Walzmühlestrasse 48  
CH-8500 Frauenfeld  
Phone +41 52 723 06 50  
Cell +41 79 679 49 03  
ellen.wappler@the-stars.ch

[www.the-stars.ch](http://www.the-stars.ch)



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