Press Release

Berlin, July 1, 2009

2nd ESMT Annual Forum: CEOs and leading international academic experts analyze economic crisis

- CEOs on current economic situation
- Leading international academics debate management challenges
- Ferrero Deutschland endows new Chair in International Marketing

On July 1-2, ESMT European School of Management and Technology, Berlin is holding the School's second Annual Forum "Navigating in Turbulent Times: Opportunities, Threats, and the World Economy." On the first day of the conference, CEOs of leading international companies such as Allianz SE, Daimler AG, Deutsche Bank AG and Infosys Technologies Ltd. focus the discussion on the current economic situation. ESMT is also announcing that Ferrero Deutschland has endowed a new Chair in International Marketing. On the second day of the conference, international academics and practitioners will debate many of ESMT's areas of research. "With such a demanding program, ESMT is providing an international platform for critical and frank discussion among industry heads, politicians and academic experts around the financial and economic crisis. Hosted in Berlin, this top-tier forum promises to yield substantive ideas as to how economies and businesses can navigate through this turbulent period and beyond," stated Michael Diekmann, CEO, Allianz SE and Chairman of the ESMT Foundation Board of Trustees.

After the opening of the ESMT Annual Forum by Michael Diekmann, leading CEOs such as Dr. Josef Ackermann (CEO, Deutsche Bank AG and Deputy Chairman of the ESMT Foundation Board of Trustees Executive Committee), Håkan Samuelsson, (CEO, MAN SE and member of the ESMT Foundation Board of Trustees), James S. Turley (CEO, Ernst&Young) and Dr. Dieter Zetsche (CEO, Daimler AG and member of the ESMT Foundation Board of Trustees Executive Committee) will discuss the effects of the financial crisis on the real economy. Topics such as leadership qualities, the relationship between business and the state, as well as scenarios after the crisis will be included in the debate. A dinner speech will be delivered by German Federal Minister of Finance Peer Steinbrück.

In his speech opening the second day, Professor Mario Monti, former EU Commission for Competition and member of the ESMT Academic Board, will describe the challenges faced by a united Europe in handling the current crisis. Then four panels made up of ESMT faculty members and experts will debate regulation and governance of financial markets, perspectives for banks and companies, as well as the psychological aspects of decision making and leadership in times of crisis. Dr. Alexander Landia, Chairman of the Board of Directors of the Siberian Coal Energy Company, will give the conference's closing remarks.

"With the second Annual Forum, we have been able to attract top CEOs and leading international researchers to facilitate a close dialogue between theory and practice. I am proud that our event has been so well-received in Germany and around the world," said Professor Lars-Hendrik Röller, President of ESMT.

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About ESMT

ESMT European School of Management and Technology was founded in October 2002 by 25 leading global companies and institutions. The international business school offers Full-time MBA and Executive MBA programs, as well as executive education in the form of open enrollment and customized programs. The School also features in-house research-oriented consulting services in the areas of competition and regulation. ESMT is a private university based in Berlin, Germany, with an additional location in Schloss Gracht near Cologne.

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