

Evidence, perception and concepts

*About how to learn
from what is happening
how to make it happen
in a responsible way*



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COF CG
CLUB OF FLORENCE

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Seminar in Florence, Italy - Villa Romana - 7 and 8 February 2014

The object of the event is to promote an intellectual exchange on the compatibility of strategic economic and ethical criteria, taking account of historical, philosophical and cultural circumstances and their rendering of accounts.

All speakers share a prominent professional and personal European imprinting

***We hope to meet you
in Villa Romana in Florence next February!***

Hans-Martin Buhlmann
President



COFCG
CLUB OF FLORENCE

"Platform for responsible actors in Asset Management and Investor Relations"

THURSDAY 6.2.2014

19.30 Welcome Aperitif

From the sum of individual life plans to a collective project.

Reflections on the Greek and European crisis.

Anna Triandafyllidou

FRIDAY 7.2.2014

8.45

Arrival of the participants

9.00 Welcome

Hans-Martin Buhlmann and Brigitte Mauel
Club of Florence

9.15

"Bridging from intangibility to sustainability

- about how to transition to intangible values and knowledge economy
Marie-Ange Andrieux

10.45 Time for Espresso

11.15

"Growing from awareness to responsibility"

- about how to deal with limits and borders (case study cross border voting)
Wayne Cowan

13.00 Lunch

14.30 Workshop I and II

Learning – a matter of knowledge?

with Marie-Ange Andrieux

Learning – a matter of vision?

with Wayne Cowan

15.45 Time for Espresso

16.15

"Riding from the past to the future"

- about how to combine experience and challenge
Christian Arnezeder

17.45 Summary of a precious day!

20.00 Tuscan Dinner

SATURDAY 8.2.2014

9.00

"Passing from a mindful observation of the present to a careful imagination of the future"

- about how to focus on what is crucial, now and tomorrow
Marco Ghetti

10.30 Time for Espresso

11.00

Workshop III and IV

Learning – a matter of creativity?

with Christian Arnezeder

Learning – a matter of responsibility?

with Marco Ghetti

12.15 Final discussion and resolution

Subsequently lunch followed by guided tour through the house, the garden and up to the wonderful terraces

Moderation:

Wolfram Schmitt

(Honorary President of DIRK

Deutscher Investor Relations Verband)



Marie-Ange Andrieux

Public Accountant, and a graduate of HEC and Sciences-Po, Marie-Ange Andrieux also holds a Masters degree in business law.

After a career in international audit and consulting firms PwC, Mazars, Deloitte, she is currently partner of Strateva, an independent consulting firm in strategic and financial valuation.

Expert in governance matters, Marie-Ange Andrieux chairs the International Committee and is a Member of the College of French Institute of Directors - IFA. She co chairs the French Chartered Accountant Women on Board Association and the EWOB (European Women on Board) and is member of the Board of non profit organizations.

Renowned expert in intellectual capital and intangible assets, she is member of Executive Committee of GPS (Service Business Association, closed to Medef), where she co-chaired during 5 years the Innovation and IC commission and is now Senior Advisor to the Chairman, leading works in the field of human capital. She heads the Sciences-Po for Knowledge Economy Forum.

Marie-Ange Andrieux is Knight of the French Legion of Honor.



Christian Arnezeder

Christian was born in Salzburg, and holds a degree in Engineering and in Business Engineering.

His Ph.D. is in Technical Sciences, and he teaches at Vienna University's Institute of Biochemistry.

He began his career in industry as a consultant to TirolerNussöl in Munich then, after two posts in the building industry, he joined KTM in Mattighofen in 1994 where his enthusiasm for motorbikes began to evolve into his profession.

Up till 1999, he held the position of Key Account Sales Manager, then director of a number of KTM business areas.

His next career move was to within the same sphere of activity; Christian was appointed managing director – Regional Operations Germany for Harley Davidson GmbH at Mörfelden, near Frankfurt. In 2008 he rose to the rank of Managing Director Harley-Davidson Regional Operations Germany, Austria and Switzerland. In addition to a Street Glide, his garage boasts a custom rebuilt and repainted Crossbones.



Wayne Cowan

Wayne Cowan holds a degree in Business Administration from Birmingham University.

He began his career at JP Morgan Chase Emerging Markets Group where he specialized in sovereign debt conversion in markets like Jamaica, Poland and Argentina.

Currently he is Vice-President and Specialist in Corporate Services in Santander Investment with particular focus on engagement with all participants in the Proxy voting process.

The team advises and liaises with the mayor Ibex 35 Blue chip and medium cap companies on aspects of corporate governance relative to enhance awareness, engagement and participation in corporate events like shareholder meetings

The Spanish regulations for listed companies are comparable to the Dutch situation. On average 60% of shareholders of Spanish listed companies vote at the AGM.

Wayne will address the success of Spanish companies in attracting, engaging and soliciting proxy voting with shareholders



Marco Ghetti

In his career in management consulting in Italy and abroad Marco has filled several roles – executive coach, trainer, and lecturer at the Luiss Business School in Rome.

After fifteen years in business, firstly with Arthur Anderson, a spell in the United States, and Olivetti where in 1984-85, he was assistant to Carlo de Benedetti, Marco co-founded Mosaic in 1992.

He is fascinated by the deeply eclectic nature of the manager's job. Over the years he has seen thousands of managers close up in Italy and abroad.

Since the very outset, his perspective has been international in approach, beginning with his studies at the London School, of Economics, followed by a two-year stint in the US. Mosaic is part of the ICMA (Intercultural Management Associates) international network of business consultants that has its hub in Paris and carries out a whole series of multi-cultural initiatives.

Marco has never ceased seeing himself as a student.

There is a time, sacred, for study, another for meditation and another for writing articles – a concept he strenuously defends.



Wolfram Schmitt

Studied Business Administration in Germany and in the U.S. His Majors were Banking, Finance, and BA of Energy Industry leading to a Bachelor Degree and a Doctorate of Business Administration at Cologne University. Dr. Schmitt worked at the Cologne Banking Institute as a Research and Teaching Assistant.

From 1989 to 2010 Dr. Schmitt worked for Deutsche Bank, lately as Managing Director and Head of Investor Relations. He won several European Investor Relations awards.

From 2010 to 2013 he worked for the German Insurance Group Talanx AG in Hannover and was instrumental and responsible for the successful IPO of the Talanx stock in October 2012.

Dr. Schmitt was from 2005 to 2008 President of DIRK Deutscher Investor Relations Verband e.V. (the German IR Association) and since October 2008 he has been Honorary President of DIRK.



Anna Triandafyllidou

Born in Athens, Anna received her Ph.D. from the EUI in 1995 and held teaching and research positions at the University of Surrey, the London School of Economics the CNR in Rome, the EUI (and the Democritus University of Thrace).

Now she is Director of the GGP (Global Governance Program) Research Strand on Cultural Pluralism at the Robert Schuman Centre for Advanced Studies (RSCAS).

Before joining the GGP, she was part time professor at the RSCAS (2010-2012).

As senior fellow at the Hellenic Foundation for European and Foreign Policy (ELIAMEP) in Athens (2004 to 2012), she headed a successful migration research team.

Her main areas of research and teaching are the governance of cultural diversity, migration, and nationalism from a European and international perspective.

Over the past 10 years, she received funding and co-ordinated a number of international research projects in these research areas.

Her publications include more than 100 articles in refereed journals and chapters in collective volumes, five authored books and more than ten edited and co-edited volumes.

Anna is married and has four children.

Hosts/coordination:

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Brigitte Mauel
Piazza di Bellosguardo 9a
50124 Firenze
Tel. 0039 055 2309093
Mob. 0039 335 364828
bmauel@cof.cg

Address of the Seminar

Villa Romana
Via Senese 68 - 50124 Firenze
www.villaromana.org

Participants

max. 25 people

Aperitif

All attendees and accompanying persons are invited to the opening aperitif on **Thursday, 6th of February, 7.30 pm**

Duration and programme structure

11/2 days, split into four talks and subsequent discussion, and four workshops (participants can chose to attend two of them) related to the talks. The seminar ends with a concluding discussion and a resolution.

Accommodation

If you have any queries regarding hotels and/ or tourist information, please do not hesitate to contact us: cof@cof.cg

Sightseeing

It is possible to arrange personal guided tours through Florence, the museums, the shops, the "campagna toscana", wine and/or oil tasting before, during or after the seminar, please contact us: cof@cof.cg



Map of Florence

Spouses

are welcome to join the dinner on Friday evening (50,00 Euro)

Seminar language

English

Attendance fee

630,00 Euro - italian VAT (22%) included
Part of the attendance fee may be devolved in charity and/or in the attendance of non-European participants from institutions that cannot sponsor their travel



Application form

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First name

Last name

Job Title

Organization

Invoice Address

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Country

E-mail

I will attend the seminar

Signature

Please complete this application form
and send it by email to bmauel@cof.cg
Due to the limited attendance we would ask you kindly
to answer as soon as possible.

Many thanks!

