



Knowledge Forum 2006

Where **Experience** Meets **Innovation**

The **Community of European Management Schools and International Companies** (CEMS) is a cooperation among fifty multinational enterprises and 17 of Europe's leading business schools and universities. The Financial Times ranked the CEMS Master in International Management in 2nd place in a comparison of European Business Master programmes in September 2006.

The **CEMS Knowledge Forum** was initiated four years ago by Austrian CEMS Alumni and Students. It aims to strengthen the link between the academic and business world, bring together top managers and renowned academics to discuss leading-edge management concepts and trends, and encourage exchange and networking among graduates and students.

The CEMS Knowledge Forum is organized by CEMS Alumni and Students on a pro bono basis. We are grateful for the generosity of our sponsors who support life long learning.

This year's topic is **Innovation - The Key to Success?** Key speakers on Friday include top managers from Nestlé, Henkel und Apple as well as Prof. Nikolaus Franke, Chair of the Department of Entrepreneurship and Innovation at the Vienna University of Economics and Business Administration. On Saturday, ten workshops about marketing, management, finance and logistics feature speakers from Procter & Gamble, Wolseley plc., F.A.S.research, Wirtschaftskammer, Nestlé, Billa, McKinsey, Tele2UTA, OMV etc.

Vienna University of Economics and Business Administration

Augasse 2-6, 1090 Vienna, Austria

November 10, 2006, 15.00-20.00

November 11, 2006, 09.00-15.30

Find out more and register online at www.cems.at/knowledge



WOLSELEY



CEMS Alumni Association Austria
CEMS Students Club Vienna

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Friday, November 10, 2006

Wirtschaftsuniversität Wien

1500-1600	Arrival and Welcome
1600-1620	Opening Statements
1620-1740	Panel: Innovation - The Key to Success? Luis Cantarell, Nestle S.A Christian-André Weinberger, Henkel KGaA Ronald Tremmel, Apple Austria Prof. Nikolaus Franke, WU Wien
1740-1800	Coffee Break
1800-1900	Panel Discussion: Innovation – The Key to Success?
1900-2000	Cocktail Reception at the WU – sponsored by Wolseley plc.
2000	Social Event

Saturday, November 11, 2006

Wirtschaftsuniversität Wien

0900-0930	Breakfast
0930-0945	Welcome and Opening Statement
0945-1130	Workshops Track I Luxury Brand Marketing/Centralizing European Supply Chain Functions/ Financial Community's View of Telekom Austria/ Diversity Management/ Post Merger Integration
1130-1200	Coffee Break
1200-1345	Workshops Track II Kommunikation am POS/Expansion Strategy into Turkey/NPO & Innovation/B2B Pricing/Networks, the Social Infrastructure of Success
1345-1445	Lunch
1445-1500	Wrap-up Presentation
1500	Tombola and Closing Statement

The admission price includes the entrance fee to the Forum and the Social Event as well as food and beverages at the WU.

Regular	EUR 40	CEMS	EUR 20
WU-Alumni Club	EUR 25	WU Students	EUR 20

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