

# CEMS Alumni Association Austria

and

## CEMS Student Club Vienna

present



### Knowledge Forum 2005

Where Experience Meets Innovation

The CEMS Knowledge Forum was initiated three years ago by Alumni and Students of the CEMS Master programme (see last page for more info on CEMS). 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,
- 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.

Where: Vienna University of Economics & Business Administration  
Augasse 2-6, 1090 Vienna, Austria

When: November 11, 16.00-19.00  
November 12, 09.00-15.00

Find out more and register at [www.cems.at/knowledge](http://www.cems.at/knowledge).



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## First Day - Friday, November 11, 2005

### Panel & Discussion

Location: *Festsaal* (Great Hall), Vienna University of Economics & Business Administration (WU Wien), Augasse 2-6, 1090 Vienna

1600-1630	Opening Statements
1630-1645	Introduction
1645-1800	<p>Panel: Global Marketing-driven Companies</p> <ul style="list-style-type: none"> <li>▪ Prof. Bodo B. Schlegelmilch, Head of Department of International Marketing and Management, WU Wien</li> <li>▪ Philipp Bodzenta, Director Global Marketing Communications, Coca Cola</li> <li>▪ Harald Sükar, Managing Director, McDonald's Austria</li> <li>▪ Alberto Sanz, Marketing Director, eBay Austria</li> <li>▪ Dr. Thomas Huber, Senior Vice President Central Europe, Techdata</li> </ul>
1800-1820	Coffee Break
1820-1900	Discussion: Global Marketing-driven Companies

### Social Event

Location: Imagine, Liechtensteinstrasse 104, 1090 Vienna

1930-2100	Dinner@Imagine
2100	<p>Clubbing@Imagine</p> <p>Dinner and welcome drink are included in the admission fee.</p> <p>Admission to the Social Event is open to all non-participating WU students/alumni for a EUR 5 Clubbing Flat Rate after 9pm.</p>

## Second Day - Saturday, November 12, 2005

### Workshops

Location: *Festsaal* (Great Hall), Vienna University of Economics & Business Administration  
Augasse 2-6, 1090 Vienna

0900-0930	Breakfast
0930-0945	Opening Statements & Introduction
0945-1130	China goes West Business Taxation in Central Europe Europäische Netzwerke und Supply Chain Design Tipps und Tricks zur Einkommensteueroptimierung Management von Allianznetzwerken
1130-1200	Coffee Break
1200-1345	Efficient Consumer Response Work-Life Balance Public Private Partnerships Innovative Concepts in Key Account Management Sanierung als strategische Herausforderung
1345-1445	Lunch Break
1445-1500	Wrap-up Presentation and Closing Statement

### Speakers and Companies (excerpt)

Booz Allen Hamilton, Vienna Institute for International Economic Studies, Procter & Gamble, Finanzamt Neunkirchen, Deloitte Austria, McKinsey & Company, Contrast Consulting, Siemens, PriceWaterhouseCoopers, ZIT

Prof. Kummer, Dept. of Logistics, WU Wien, Prof. Kotzab, Dept. of Operations Management, Copenhagen Business School, Prof. Schuch, Institute of Austrian and International Tax Law, WU Wien, Dr. Hoffmann, Dept. of Strategic Management, WU Wien.



# Knowledge Forum 2005

Where Experience Meets Innovation

## Registration

### Category Price

Regular	EUR 39
WU Alumni Club members	EUR 25
CEMS Alumni Association members	EUR 19
Students	EUR 19
Clubbing Entrance Fee	EUR 5

(to the Social Event for all non-participating WU Students/Alumni after 9pm)

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

Register online at [www.cems.at/knowledge](http://www.cems.at/knowledge).

Limited Number of Tickets.

**Registration Deadline: November 7, 2005.**

Students may also pay at the ZAS-Front Office, WU Wien (2nd Floor, Sector B)

Any further questions? Please visit the website or contact [ckf@cems.at](mailto:ckf@cems.at)

## About CEMS

The **Community of European Management Schools** (CEMS) is a cooperation among more than 50 multinational enterprises and 17 of Europe's leading business schools and universities.

The Financial Times ranked the **CEMS Master in International Management Programme** 3rd in a comparison of European Business Master programmes in September 2005. Many individual CEMS universities are also top-ranked by the Financial Times, further testament to the quality of CEMS.

[www.cems.at/knowledge](http://www.cems.at/knowledge)

[www.cems.org](http://www.cems.org)



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