

Seminar in Luxembourg – Centre Jean XXIII –
26 – 28 October 2017



That's just
not possible!

**REWRITING STORIES
OF RESPONSIBILITY**


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«That's just not possible!»
Rewriting stories of responsibility

Seminar in Luxembourg,
26 – 28 October 2017

Centre Jean XXIII,
52 Rue Jules Wilhelm, 2728 Luxembourg

The 2017 Club of Florence seminar will turn the spotlight on specific cases of failed accountability. We will seek to establish what exactly was «just not possible» and from there explore what means and methods could be implemented as future prevention.

One and a half days of discussion, investigation, learning and networking, listening to outstanding speakers and enthralling storytellers, in the name of responsible and sustainable Corporate Governance.

The objective 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.

For information, please contact
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PROGRAM

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**REWRITING STORIES
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THURSDAY

26 October 2017

7.30 pm

Welcome Aperitif

Forecast: Europe 2050

(tbd)

Moderator

Francis Carpenter

formerly Secretary General
European Investment Bank
& CEO European Investment Fund,
currently General Manager
AyersRock.Lux

FRIDAY

27 October 2017

8.45 am

Arrival of the participants

9.00 am

Welcome

Brigitte Mauel and

Hans-Martin Buhlmann

Club of Florence

9.15 am

Niccolò Machiavelli (1469 –1527) – Visions for a responsible future of a great humanist

Interactive introduction

Giovanni Bruni, Managing Director at Hermesconsulting in Florence, is a passionate expert on Machiavelli and other illuminating historical figures

10.30 am

Time for coffee

11.00 am

The takeover battle between Arcelor and Mittal (2006)

*Presentation of the instance
and discussion*

Paul Junck, Managing Director of LPEA (Luxemburg Private Equity & Venture Capital Association) was at the time Secrétaire Général of the

Arcelor Group, and **Armand Gobber**, who was appointed Vice-president of Finance at ArcelorMittal in 2006

12.30 am

Lunch

2.00 pm

Workshop I

Rewriting the acquisition story from a leadership perspective
Brainstorming and discussion
with **Patrick Schneckenburger**, Senior Vice President Market Excellence in E.ON SE in Essen

Workshop II

Rewriting the acquisition story in terms of impacts inside and outside the companies
Brainstorming and discussion
with **Brigitte Mauel**, Club of Florence

3.00 pm

Time for coffee

3.30 pm

Thoughts about criticisms and attacks Luxembourg was confronted with after Luxleaks (2014)

*Presentation of the instance and
discussion*

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Michel Maquil, former President and CEO of the Luxemburg Stock Exchange, knows the country and the evolution of the system

5.00 pm

Workshop III

Rewriting the policy story from an investigator's stand point
Brainstorming and discussion
with **Gertrud Hussla**, Correspondent for the German business daily Handelsblatt, Düsseldorf

Workshop IV

Rewriting the policy story from a philosophical point of view
Brainstorming and discussion
with **Mario von Seelstrang**, founder and partner of FORUM, Seelstrang & Partner, law firm in Munich

6.00 pm

Summary of a precious day!

8.00 pm

Dinner

Stefan Alexander Entel will talk about:
Europe 2050: a Union of European Regions

SATURDAY

28 October 2017

8.45 am

(Diesel powered) Corporate Governance in Volkswagen (2015)

Presentation of the instance and discussion

Hans-Martin Buhlmann,

CEO of the physical proxy voting agency VIP – Association of Institutional Shareholders eV, is a questioning observer of company behaviours and decisions

10.15 am

Time for coffee

10.30 am

Workshop V

Rewriting the compliance story from a customer's position
Brainstorming and discussion
with **Clara Mael**, Project Manager in Jung von Matt / Donau in Vienna



Workshop VI

Rewriting the compliance story
from a shareholder's angle
Brainstorming and discussion
with **Francis Carpenter**, General
Manager in AyersRock.Lux in
Luxembourg

11.30 am

Forecast: Business 2050

with **Rolf Tarrach**, Professor of
Theoretical Physics and former
president of the new University of
Luxembourg (2005-2014)

12.00 am

Final discussion and resolution
inspired by Niccolò Machiavelli

12.45 am

Lunch and

«Arrivederci a Firenze»

SPEAKERS

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Giovanni Bruni is General Manager of Hermes Consulting, a Florence – based firm providing consultancy and services related to change management to Italian and international companies. He has a long expertise in designing and holding business training courses on relevant topics regarding managerial skills and development. He was Head of the Project Management Office in an international pharmaceutical group

in Switzerland and in a major telecommunication company in Italy. Previously, he co-founded and managed a service company for the Internet. He has been teaching in Italian universities and private colleges.

Hans-Martin Buhlmann is CEO and founder (of VIP eV, Vereinigung Institutionelle Privatanleger eV, a professional association that, in the

interests of good corporate governance, draws the attention of institutional shareholders to their fiduciary responsibility by exercising their voting rights in the AGMs of European companies. Since 2004 the activity of VIP eV is supported by COF – Club of Florence, International Institute for good Corporate Governance, and since 2009 by VIP-sight, an online CG-information tool, both founded by himself. In the name and with the vote of the members of the SdK – today Schutzgemeinschaft der Kapitalanleger –, where he sat on the board for more than 15 years, and of the VIP-clients he actively attended more than 2500 AGMs. Graduated in Political Economics (University of Cologne) and in Business Economics (Hagen Distance-Learning University) he held various supervisory and executive board posts, as well as management positions in several German companies.

Francis Carpenter currently holds independent board positions with half a dozen AIFM and related entities, notably PO Participations of the NM Rothschild/Five Arrows & Paris Orléans group, Oreima, 17 Capital, and chairs the Investment Committee of two high tech funds of funds; all of

these are Luxembourg based, the most recent, BC Partners and MJ Hudson Management, being partly Brexit related. Francis sat on boards & chaired board committees of listed companies, Braas-Monier, on the Frankfurt SE, S Dax for 3 years, recently taken over in a hostile bid, and IP Group Plc, on the London SE, Footsie 250, for 6 years. He was 4 years Senior Advisor to Caisse des Dépôts et Consignations, IC, Paris, leading to the launch of two infrastructure funds;

Francis is one of the original founders of 17 Capital LLP, London, initiator of preference capital for PE funds, with €2bn assets managed.

Prior to that, Francis was five years CEO of European Investment Fund, a leading high-tech and midcap fund of funds, following on six years as Secretary General of the European Investment Bank, both Luxembourg based, and consistently AAA rated. Francis was educated mainly at Oxford and Sciences Po, Paris.

Stefan Alexander Entel considers himself by chance as German, from conviction as European. As a lawyer and co-founder of a European lawyer's network he has dealt for more than twenty years with European

judicial question. Today he is a «lawyer for the idea of Europe». With Media for Europe he has initiated an independent European media project to contribute to a better understanding of what it means to be a European, and to go towards the building of a European, rather than national, life and society model.

His initiative “European Citizen Foundation” follows the same aims offering convinced Europeans a platform for the support of a European consciousness.

In his role as the publisher of the «European Newspaper» in Germany between 2001 and 2004, Stefan has worked with the question of how one can better communicate the idea of Europe from European rather than national viewpoints. Under his leadership a team of committed Europeans from various disciplines have developed the concept «The Journal of Europe». The transnational magazine will be appearing as a supplement to regional newspapers and will provide European perspectives on European and European Union related affairs.

Armand Gobber Is currently working as independent consultant. He has more than 30 years of experience in treasury, corporate finance and tax. He holds a Master’s Degree in Applied Economics of University Louis Pasteur Strasbourg. He started his career at the steel company Arbed in 1982. He was appointed Vice-president of Finance at ArcelorMittal in 2006 and was chairman or board member of several affiliates of the steel company in Italy, France, Turkey, Saudi Arabia, Singapore and Luxembourg. He was an independent consultant during 2009 and 2010 before joining Encevo a Luxembourgish utility company as Head of Group Finance & Tax until 2017. Between 2010 and 2015 he was guest professor at Ichech (Brussels management school). Since 1998 he is member of the Luxembourg pension Board (CNAP) and since 2004 member of Board at FDC (specialized vehicle managing more than € 15 billion pension liquidities). He was a founder member of ATEL (association des trésoriers à Luxembourg) in 1994 and its chairman until 1998.

Gertrud Hussla has worked as an investigative reporter and editor for the German business daily Handelsblatt since 2003. From 1997 to 2003 she was a correspondent for German public radio stations and the Handelsblatt in New York.

In 1996, she received an MBA from Columbia Business School, which was her second economic degree after her Diploma of Economics from the University of Mainz.

However, her main focus is journalism. She went to the «Deutsche Journalisten Schule» in Munich. Afterwards, she worked many years for German TV stations as a reporter. Her range of topics went from the Tech-Bubble on Wall Street to souvenirs from the Rhine and the Gospel Communities in Harlem.

Presently, she focuses on questionable investments and possible fraud.

Paul Junck is an independent economic counsel in Luxembourg, advising companies on corporate governance and organisational matters.

Paul serves as Managing Director of the LPEA (Luxembourg Private Equity & Venture Capital Association), a trade association promoting and

defending the interests of investors and professionals active in the field of venture capital and private equity. He is a member of the «Luxembourg Directors Institute» and co-author of the «Ten Principles of Corporate Governance» of the Luxembourg Stock Exchange.

He also chairs the Luxembourg Federation of Hospitals and he is a former member of the European Economic and Social Committee. He served as Secretary General of the international steel group Arcelor and of EY Luxembourg.

Paul Junck holds a business law degree from the Université Robert Schuman de Strasbourg (France) as well as a certificate of European studies.

Michel Maquil was the President and Chief Executive Officer of the Luxembourg Stock Exchange. After a long career at the Luxembourg Stock Exchange, he is now active as an independent advisor for the Central Bank of Luxembourg. Michel Maquil sits on the board of various associations. Since 2014, he is the Chairman of the Inclusive Finance Network Luxembourg Asbl. Michel Maquil graduated in Economics from the Catholic University of Louvain.

Brigitte Mauel has been working as a coach since 2006. In 2008, she obtained her accreditation as a Professional Certified Coach (PCC – International Coach Federation). Today she is working with Italian and international companies offering Coaching and Management Training. She studied French and Italian at the University of Mainz and holds a Degree in Applied Linguistics. In more than 20 years of work as a freelance interpreter and translator specialized in economy and law she had the opportunity to know many companies and institutions, getting deep insights in the functioning of organizations and the way of behaving and working of the people who form them. Brigitte is co-founder of the Club of Florence.

Clara Mauel studied International Business Administration and Theatre, Film and Media Studies in Vienna. After gaining experiences in Marketing and Communications at several international institutions in Austria and abroad, including Novartis Vaccines in Siena and Red Bull Media House in Salzburg, she recently joined the advertising agency Jung von Matt/Donau as a Project Manager. Since 2012 she is co-managing the

organization of the Dr. Ernst-Fehrer-Preis, a prestigious reward for young researchers of the Technische Hochschule in Vienna. Clara has also been responsible for the content of a volume on the long story of the reward and its future, published in 2016. She holds a MA BSc degree.

Patrick Schneckenburger has been working for over 15 years in different roles in the energy business and in management consulting. In his current role as Senior Vice President Market Excellence at E.ON's headquarters, he drives business performance through cross-regional collaboration, best practice work, capability building and partnering across E.ON's customer business in eight European markets. Previously he worked in different business development and operational roles for EON in Sweden and in Germany. Patrick started his career with Management Consultant A.T. Kearney, following business administration studies in the US and Germany.

Mario von Seelstrang is one of the founders of the FORUM businesses with an excellent over-arching legal and tax technical knowledge. Clients value his ability to empathize but also

his particularly strong negotiating skills.

As an accredited succession law and tax law specialist as well as a certified public executor and trustee he practices in business and private asset succession. He is engaged, predominantly by businesses and business persons, in international cross-border asset structuring due to his creativity and his understanding of the economics. Mario has established himself as one of the leading specialists in these areas of consultancy, he is in demand as a speaker at international conferences and is also the author of articles in leading technical journals.

Mario is an advisor recommended by the Institute for Succession Law (IFE) and a member of the Society of Trust and Estate Practitioners (STEP), an international network for legal and tax consultancy professions.

Rolf Tarrach has been president of the new University of Luxembourg from January 2005 to December 2014. He has studied physics in Valencia, has received a PhD degree in Barcelona and has been postdoc at CERN, Geneva. Dr. Tarrach is professor of theoretical physics at the University of Luxembourg, and

has served in that capacity at the universities of Valencia and Barcelona. He has published some 100 articles in quantum field theory, quantum chromodynamics and quantum information theory, four books on different subject and some 100 essays on research, education and other knowledge related subjects. He has an honorary doctoral degree from the University of Saint Petersburg and another one from the University of Liège. He has received awards and decorations in Spain, Portugal and Luxembourg. He has been Dean and Vice-president at the University of Barcelona. He is a former president of the CSIC (the Spanish Scientific Research Council, Madrid), and a former member of EURAB, EUROHORCS, ESOF2004 (in Stockholm, 2006 in Munich and 2008 in Barcelona), former president of ACA (Brussels) and former Vice-chair of the jury of the French «Initiative d'excellence». He chaired the committee of international experts EU2015 (2011, Spain). He has been on the EUA Council for 10 years and is EUA's president as of July 2015.

INFORMATION

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Adress of the Seminar

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52 rue Jules Wilhelm
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Coordination

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Participants

max. 35 people

Seminar language

English

Duration and program structure

1½ days, split into three talks and subsequent discussion, and six workshops (participants can choose to attend three of them) related to the talks. The seminar ends with a concluding discussion and a resolution.

Attendance fee

Euro 750,00 (incl. VAT)

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.

Welcome Aperitif

All attendees and accompanying persons are invited to the welcome aperitif **on Thursday, 26th of October, 7.30 pm. Information about the venue will be communicated to all participants.**

Spouses

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

Accommodation

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

APPLICATION FORM

First name

Last name

Job Title

Organization

Invoice Address

Country

E-mail

I will attend the seminar

Signature

Please complete this application form and send it to

@ info@cof-cg.eu

✉ Ass. Club of Florence

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