

Conference **The global economic crisis: technical and cultural causes**

Special guest

ROBERTO RUOZI

Roberto Ruozi was born in Biella in 1939. As an economist, he is a administration counsellor for various banks and private companies' boards, and an evaluation consultant for private companies. He is the President of the Mediolanum Bank administration council, of the Piccolo Teatro di Milano and of the Italian Touring Club. He was chief education officer of the Luigi Bocconi University in Milan for six years and has taught at the Sorbonne in Paris. He is the author of many publications on the subject of banking and finance, amongst which, with the Spirali publishing house, *Il valore del impresa* (2006) and *Viaggio nel mercato finanziario con Dr. Jekyll e Mr. Hyde* (2008).

Art et culture de l'entreprise 2009-2010

Professor Ruozi's conference will constitute the preface of the book *Art et culture de l'entreprise*, which will include the narratives of ten Swiss entrepreneurs and five pilot projects that will bring new assets in the process of re-launching and affirming the enterprise as a unique case of quality. This volume will be the result of a programme developed in 2009 – 2010 by the Institut suisse de brainworking with a view to giving value to the risk of entrepreneurship. To this end we offer meetings, narratives, elaborations, discussions and experience reporting in combination with company managers and project initiators.

Rendez-vous

The conference will take place at 5.30pm, followed by a cocktail on:

- 15th June 2009, at the **Société de Lecture, 11, Grand'Rue, 1204 Genève**
- 16th June 2009, at **Aula des Cèdres, 33, avenue de Cour, 1007 Lausanne**

Programm

Conference chairman : François Keller, president of the Institut suisse de brainworking
Welcome address : Alberto Collela, Italian General Consul in Geneva
 Marilena Berardo, Geneva Bureau manager — CCIS
Intervention : Enrica Ferri, cultural entrepreneur, author of the pilot project :
Art et culture de l'entreprise
Conference : Roberto Ruozi

1. The birth of the crisis (summer 2007)
2. The peak phase of the crisis (summer 2008)
3. Latest developments and perspectives
4. The technical causes
5. The behaviour and the culture of bank managers
6. The intervention of the State
7. Reflections on the rapport between the State and the financial market
8. The end of capitalism or a serious, but passing phase?

Registration

To attend the conference on the 15th or the 16th of June, thank you for registering with the ISB secretariat before the 10th of June 2009 and pay the sum of 30.— Frs (including the cocktail) to the CCP 17-407855-0. The entrance can also be paid at the door, providing places are available.

Media and event partners



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Organisation

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