



Programme

Success in Emerging Markets Conference

University of Fribourg
Friday, May 18, 2018
8.30 – 14.00 h



Chair of Management
Univ.-Professor Dr. Rudolf Grünig

Chair for International Management
Univ.-Professor Dr. Dirk Morschett

Conference Programme

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- 8.30 h** **Arrival of the Participants and Welcome Coffee**
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- 8.45 h** **Opening**
Prof. Dr. Rudolf Grünig
Chair of Management
University of Fribourg
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- 9.00 h** **Success in Emerging Markets - Challenges and Strategies**
Prof. Dr. Dirk Morschett
Chair for International Management
University of Fribourg
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- 9.30 h** **Activities of REHAU in Emerging Markets**
Dr. Veit Wagner
Vice President of the Board
REHAU Group
-
- 10.15 h** **Opportunities and Challenges in Russia**
Béatrice Lombard-Martin
Co-President
Swiss Russian Forum
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Conference Programme

11.00 h Coffee Break

11.30 h Success in Emerging Markets -
The Perspective of Liebherr Mining

Francis Maechling

Chief Financial Officer
Liebherr Mining

12.15 h Panel Discussion:
Opportunities and Challenges in Emerging Markets
(Moderation: **Prof. Dr. Rudolf Grünig**)

- **Béatrice Lombard-Martin** Swiss Russian Forum
 - **Francis Maechling** Liebherr Mining
 - **Dr. Veit Wagner** REHAU Group
 - **Prof. Dr. Dirk Morschett** University of Fribourg
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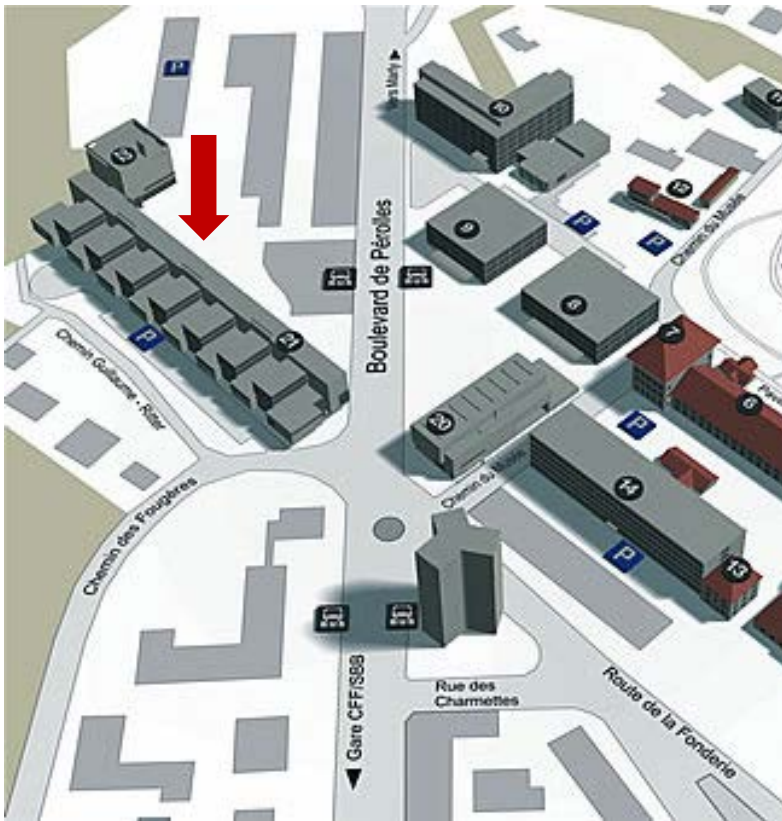
12.50 h Summary and Closing Words

Prof. Dr. Rudolf Grünig

Chair of Management
University of Fribourg

13.00 h Apéro Riche

Conference Address



University of Fribourg
Building Pérolles 21

Boulevard de Pérolles 90
1700 Fribourg
Switzerland

Wi-Fi

Visitors of the conference can use the free Wi-Fi.

How to connect:

On your device, select the network “public-unifr” and follow the instructions provided to connect via an SMS code.

www.international-management.ch