



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

8.30 h **Arrival of the Participants and Welcome Coffee**

8.50 h **Opening**
Prof. Dr. Rudolf Grünig
Chair of Management
University of Fribourg

9.00 h **Success in Emerging Markets - Challenges and Strategies**
Prof. Dr. Dirk Morschett
Chair for International Management
University of Fribourg

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

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

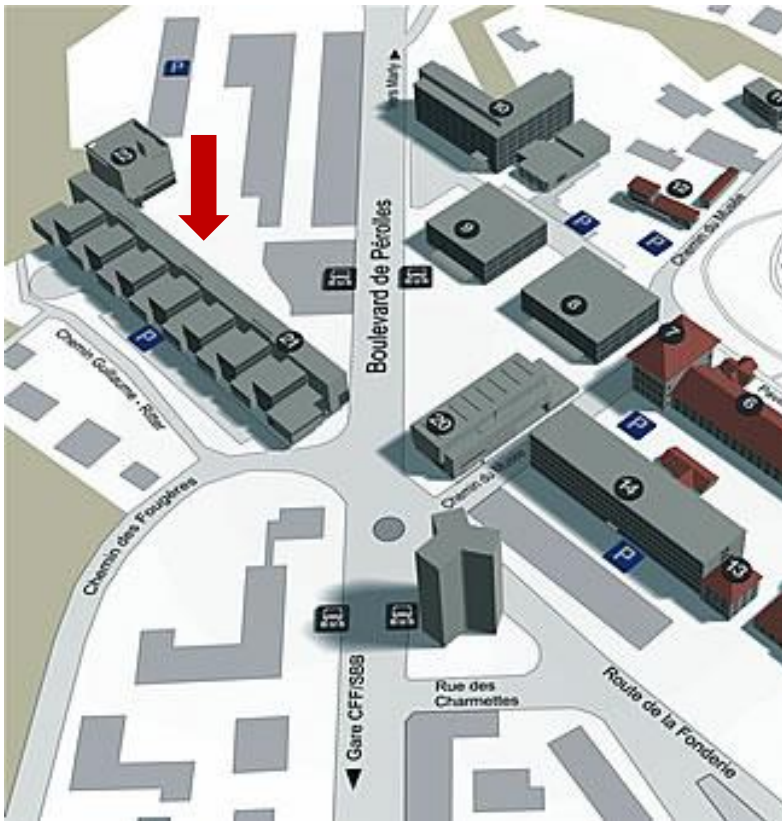
12.50 h Summary and Closing Words

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