



## Programme

# Success in Emerging Markets Conference

University of Fribourg  
Friday, November 8, 2019  
8.50 – 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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- 8.50 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**    **Challenges and opportunities of driving medical device business in Emerging Growth Markets - The Case of Alcon**  
**Dimitris Brilis**  
Vice President Emerging Growth Markets  
Alcon
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- 10.15 h**    **The activities of the Swiss Automotive Group in South East Europe**  
**Sandro Piffaretti**, Delegate of the Board of Directors  
**Mihaly Lieb**, Vice Delegate of the Board of Directors  
Swiss Automotive Group
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# Conference Programme

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**11.00 h** Coffee Break

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**11.30 h** Digital Innovation in Emerging Markets -  
The Initiatives at LafargeHolcim Maqer

**Philipp Leutiger**

Chief Digital Officer

LafargeHolcim

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**12.15 h** Panel Discussion:  
Opportunities and Challenges in Emerging Markets

(Moderation: **Prof. Dr. Rudolf Grünig**)

- **Dimitris Brilis**, Alcon
  - **Philipp Leutiger**, LafargeHolcim
  - **Mihaly Lieb**, Swiss Automotive Group
  - **Sandro Piffaretti**, Swiss Automotive 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

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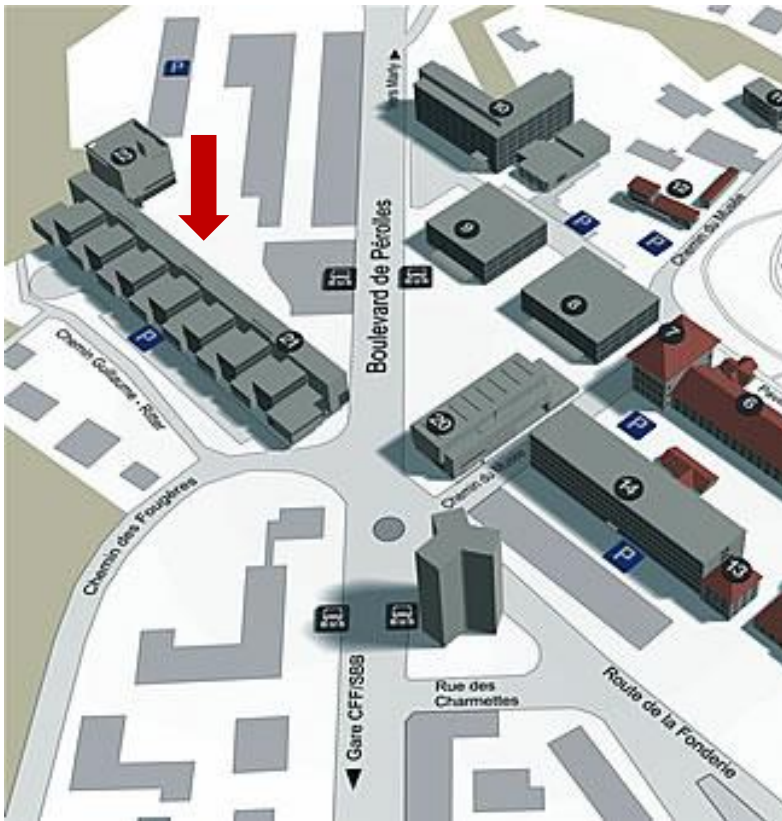
**13.00 h** Apéro Riche

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## Conference Address

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University of Fribourg  
Building Pérolles 21

Boulevard de Pérolles 90  
1700 Fribourg  
Switzerland

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## Wi-Fi

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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](http://www.international-management.ch)