

# HUMANIZING DEVELOPMENT:

A Case for Public Private Collaboration

Wednesday, 17 October, 2018  
FER, rue de Saint-Jean 98, 1201 Geneva

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EU Geneva



# HUMANIZING PUBLIC-PRIVATE PARTNERSHIP PAYS

EU Business School invites leaders from the world of research & academia, business & industry, government, international organizations, and NGOs to provide direction and thought leadership on some of humankind's biggest challenges. Humanizing Development looks into the collaborative processes and partnerships that are best suited to address these issues by providing a platform for constructive discussion amongst various partners.

## The „Humanity“ in Leadership

Numerous evolutions in society have led to its current 21st century state; a key result of these evolutions is the increased influence of non-state actors on the daily life of the individual. Part of this progress has meant that development challenges – and solutions – have taken on new forms. The focus of development is now the human. Simultaneously, the international community now recognizes development as an on-going function, one that is concerned with the overall wellbeing of the individual – and the relationship of said individual’s wellbeing with that of the environment.

## Our Shared Future

On the road to greater collaboration for sustainable and equitable development, communication and knowledge sharing will remain long-time companions of development partners. „Humanizing Development“, brings these conventional and unconventional development partners together, towards constructive discussions on development, as well as the evolving roles that are driving its outcomes. The forum will serve as a platform for knowledge sharing that takes advantage of the experience and expertise of leaders on the front-lines of modern socio-economic reform. This platform is crucial to allow the proliferation of best practices, as well as allow stakeholders the opportunity to learn from and avoid the past mistakes of their counterparts. From failed health interventions to successful supply chain solutions, insights gained from the experiences of innovators will ultimately be channelled towards decision making for the next iteration of global development efforts.

## The Role of Public-Private Collaborations in Sustainable Development

The buzzword of the past decade has gained its fame not because of the need for new development jargon, but from the inevitable role that the private sector plays in driving innovation for development around the world. „Public-private partnerships“ or PPPs, are the relationships formed by governments and businesses aimed at leveraging business networks and expertise to solve pressing social problems. Simply put, PPPs are the case for the private sector doing what it does best, while building/ strengthening social systems in the process.

The future of international collaboration will require stakeholders, whether state or non-state, to build new synergies, transfer established capabilities, and create new cross-cutting capacities. This future will require the international community to recognize businesses and the private sector not as a part of the problem, but as a part of the solution. Technology, the effects of globalization, and the fourth industrial revolution brings this future ever closer.

## EU Business School: Providing Thought Leadership

On the anniversary of its 45th year delivering cutting edge business education in Geneva and around the world through its network of campuses and partners, EU Business School is convening thought leaders through its research platform. From the proximity of its Geneva campus, the Business School is working with leaders from both sectors.

By the end of the Forum, participants should have gained an understanding of some of the defining concepts of international development, sustainability, and key challenges as well as innovations that transform the lives of millions of people around the world. The forum will further initiate collaborative research streams that will support the work of the international community in building sustainable solutions for human development.



# AGENDA

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## MORNING PLENARY SESSION

- 09.15-09.30 WELCOME ADDRESS  
**Dirk Craen**, President, EU Business School
- 09.30-09.40 SUSTAINABLE DEVELOPMENT, PARTNERSHIPS FOR DEVELOPMENT  
**Suddha Chakravarti**, Head of Research, EU Business School
- 09.40-10.00 MORNING KEYNOTE ADDRESS  
**Yves Leterme**, Secretary General, International IDEA & Former Prime Minister of Belgium

## SESSION ONE: PAPER PRESENTATIONS

**MODERATOR:** Jon-Hans Coetzer, Chief Academic Officer, EU Business School

- 10.00-10.15 BUSINESS AND SUSTAINABILITY THROUGH PPPS: THE CHINESE CASE  
**Diego Gilardoni**, Business Consultant, Author, China Expert, TED Speaker
- 10.15-10.30 THE DIFFICULTIES FACED BY SWISS BUSINESSES (SMES) IN HAVING A SUSTAINABILITY AGENDA: HOW CAN PPPS HELP?  
**Nadine Reichenthal**, Professor of Entrepreneurship, UNIL-HEC
- 10.30-10.45 THE INCREASING ROLE OF BUSINESSES IN DRIVING INNOVATION FOR DEVELOPMENT  
**Ugo Ikpazu**, Development Consultant, EU Business School Research Associate
- 10.45-11.00 FLOOR CHALLENGE AND Q&A SESSION

## 11.00-11.15 COFFEE BREAK & NETWORKING SESSION

## SESSION TWO: THE ROLE OF PUBLIC-PRIVATE COLLABORATIONS IN SUSTAINABLE DEVELOPMENT (PANEL DISCUSSION)

**MODERATOR:** Suddha Chakravarti, Head of Research, EU Business School

- 11.15-12.30 THE ROLE OF PUBLIC-PRIVATE COLLABORATIONS IN SUSTAINABLE DEVELOPMENT  
**Li Zhang**, Gavi Director Strategic Innovation and New Investors Hub  
**Hans Vemer**, CEO, Concept Foundation  
**Giovanni Di Cola**, Special Advisor, Office of Deputy Director General, International Labour Organization  
**Matthew Wilson**, Chief Advisor & Chef de Cabinet, International Trade Center  
**Geoffrey Hamilton**, Chief, Cooperation & Partnerships Section, UNECE  
**Nathaly Palma**, Researcher

## 12.30-14.00 LUNCH BREAK

## AFTERNOON PLENARY SESSION

14.00-14.10 **EU BUSINESS SCHOOL: THOUGHT LEADERSHIP THROUGH RESEARCH**  
**Luc Craen**, Managing Director & Vice-President, EU Business School

14.10-14.30 **AFTERNOON KEYNOTE ADDRESS**  
**Adolf Ogi**, Former President of the Swiss Confederation

## SESSION THREE: OUR SHARED FUTURE (PANEL DISCUSSION)

**MODERATOR: Stef de Jong**, Dean, EU Business School (Swiss Campuses)

14.30-15.45 OUR SHARED FUTURE  
**Adrian Hallmark**, Chairman & CEO, Bentley Motors  
**H.E Ravesa Lleshi**, Ambassador and Permanent Representative of Albania to the United Nations  
**Nidal Salim**, Founder, GIWEH  
**Lisa Ventura**, Head, CSO Communities and Societies, World Economic Forum  
**Dominique Tombeur**, President, DT International  
**Patrick Gantes**, Director, CRES

## 15.45-16.00 COFFEE BREAK & NETWORKING SESSION

## SESSION FOUR: HIGH LEVEL PANEL (PANEL DISCUSSION)

**MODERATOR: Judit Kozenkow**, Professor of Economics, EU Business School

16.00-16.45 HIGH LEVEL PANEL  
**H.E Robert Salama**, Ambassador and Permanent Representative of Malawi to the United Nations  
**Edouard Bizumuremyi**, Commercial Attaché, Permanent Mission of Rwanda to the United Nations  
**H.E Léopold Ismael Samba**, Ambassador Extraordinary & Plenipotentiary to the Swiss Confederation, and Permanent Representative of the Central African Republic to the United Nations in Geneva  
**Alfred De Zayas**, Former UN Independent Expert on the Promotion of a Democratic and Equitable International Order, Lawyer, Professor, Author, Human Rights Activist

16.45-17.00 CALL TO ACTION AND CLOSING NOTE: HUMANIZING PUBLIC-PRIVATE PARTNERSHIP PAYS  
**Suddha Chakravarti**, Head of Research, EU Business School

**17.15 NETWORKING COCKTAIL**  
 EU Business School Geneva Campus  
 Quai du Seujet, 18  
 1201 Geneva

# SPEAKER PROFILES

## MORNING PLENARY SESSION



### Dirk Craen

President, EU Business School

Dr. Dirk Craen has been EU Business School president since 1998. Dr. Craen has years of experience in the entrepreneurial and business worlds. He has worked with many of the world's leading businesses and has been a mentor to several industry front-runners. In the past, he was also UNESCO chair in Business Administration, Entrepreneurship and International Relations.



### Suddha Chakravarti

Head of Research, EU Business School

Suddha Chakravarti is the Head of Research at EU Business School and Editor-in-Chief for ON RESEARCH. Suddha Chakravarti is passionate about international development issues, and previously, has worked as a researcher for the Commonwealth Secretariat.



### Yves Leterme

Secretary General of International IDEA & Former Prime Minister of Belgium

Yves Leterme is the Secretary General of International IDEA. A Belgian Politician, he served as the Prime Minister of Belgium between 2007 and 2011, and then as Deputy Secretary General of the Organization for Economic Cooperation and Development (OECD) in Paris (2011 to 2014).

## SESSION ONE: PAPER PRESENTATIONS



### Diego Gilardoni

Business Consultant, Author, China Expert, TED Speaker

Diego Gilardoni, a former journalist turned international consultant with experience in Europe, US and China, advises international companies faced with the communication and cultural challenges associated with operating in an increasingly complex global business environment. An expert on China, he is the author of the book Decoding China.



### Nadine Reichenthal

Professor of Entrepreneurship, UNIL-HEC

Nadine Reichenthal manages the Project Accelerator at the University of Lausanne. She teaches entrepreneurship at HEC Lausanne, EPFL and HES-SO. She is involved in numerous programs to support entrepreneurship for women and children.



### Ugo Ikpeazu

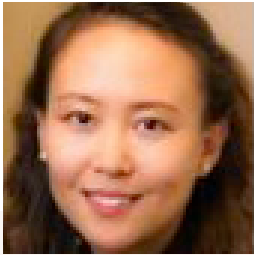
Development Consultant & Research Associate

Ugo Ikpeazu is a development consultant. He is also a doctoral candidate and Research Associate at EU Business School, Switzerland.



## SESSION TWO: THE ROLE OF PUBLIC-PRIVATE COLLABORATIONS IN SUSTAINABLE DEVELOPMENT. PANEL DISCUSSION

This session examines contemporary understanding of sustainability and development. The discussion presents an opportunity to benefit from the knowledge of a variety of stakeholders whose daily operations define and redefine the global approach to sustainability in development in some of the world's most sensitive contexts. A vital aspect of the SDGs is the need for partnerships in development in an increasingly dynamic global context. The growth in influence of non-state actors has arguably spread the responsibility to take action. In this context, the session presents an opportunity to learn from the approaches of taken by some of the most impactful partnerships for development.



### Li Zhang

Director Strategic Innovation and New Investors Hub , GAVI

Li Zhang has formerly worked with the Delegation to China, European Commission, Beijing from 1997 to 2002; Project Officer, Economic and Development Cooperation with World Economic Forum, Geneva from 2004 to 2012. She also served as Director and Head of Membership and Partnership, Greater China. She has been at GAVI since 2012.



### Hans Vemer

CEO, Concept Foundation

Hans Vemer is an expert in women's health, trained as an obstetrician, gynecologist and reproductive endocrinologist, with experience in Europe, the USA and less resourced countries. He is the CEO of Concept Foundation in Geneva and Bangkok.



### Giovanni Di Cola

Special Advisor, Office of Deputy Director General, International Labour Organization

Since 2015, Giovanni Di Cola has been the Special Adviser in the Office of the Deputy Director General for Field Operations and Partnerships at the International Labour Organization (ILO). Giovanni Di Cola has served in four UN agencies (UNESCO, UNFPA, UNICEF, and ILO) with assignments at the UN Secretariat to implement the UN Reform. He is a published author.



### Matthew Wilson

Chief Advisor & Chef de Cabinet, International Trade Center

Matthew Wilson has been the Chief Advisor and Chief of Staff to the Executive Director of the International Trade Centre since 2013. Prior to this he served as the first Caribbean person in the Cabinet of a Director-General of the World Trade Organisation. He started his career as a diplomat for the Government of Barbados for 8 years at the Permanent Mission of Barbados for the United Nations.



### Geoffrey Hamilton

Chief, Cooperation & Partnerships Section, UNECE

Geoffrey Hamilton is currently Chief of the Cooperation and Partnerships Section of the Economic Cooperation and Integration Division in the United Nations Economic Commission for Europe (UNECE) in Geneva. Before joining the UNECE, he has worked in UNCTAD, ILO, the Commonwealth Secretariat and the Institute for Research on Multinational Enterprises in Paris.



### Nathaly Palma

Researcher

Nathaly Palma is a Public Accountant with a Master in Currency and Financial Institutions and PhD in Economics (2018) from the Central University of Venezuela (UCV). She has extensive experience in regional financial institutions, project design, operations control, audit, client advisor and project planning.

**AFTERNOON PLENARY SESSION**



**Luc Craen**

**Managing Director & Vice President,  
EU Business School**

Luc Craen has been leading EU Business School Switzerland and Germany for several years after taking over from his father Dirk Craen. As a visionary young entrepreneur and researcher, Luc Craen has a strong commitment to delivering quality education in partnership with the local and international business community.



**Adolf Ogi**

**Former President of the Swiss  
Confederation**

Adolf Ogi was elected President of the Swiss Confederation in 1993 and 2000, and in 2001 was subsequently appointed as Special Advisor to the UN Secretary General Kofi Annan on Sport for Development and Peace.



## SESSION THREE: OUR SHARED FUTURE PANEL DISCUSSION

A firm understanding of the world today and the increasing roles of non-state actors, coupled with visionary leadership will allow us to paint a picture of a uniquely shared future. Public-private collaboration presents unprecedented development opportunities of inclusion for marginalized populations and helps to make successful leapfrogging possible.



### Adrian Hallmark

Chairman & CEO,  
Bentley Motors

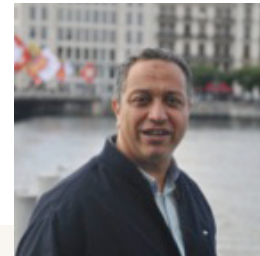
Adrian Hallmark joined Bentley Motors in February 2018 as Chairman and CEO. Prior to this, Adrian Hallmark was Global Strategy Director at Jaguar Land Rover. He has 18 years automotive board-level experience from the US, Europe and Asia with Porsche, Volkswagen SAAB and Bentley Motors.



### H.E Ravesa Lleshi

Ambassador and Permanent  
Representative of Albania to the  
United Nations

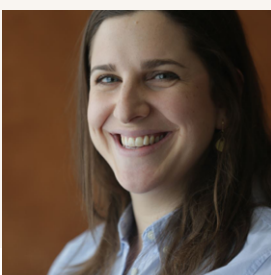
Amb. Ravesa Lleshi is the Permanent Representative of Albania to the United Nations Office and other International Organizations in Geneva. Prior to her appointment, Ms. Lleshi served as CDA at the Albanian Mission to the OSCE and other International Organizations in Vienna (2016) and as advisor to the Minister of Foreign Affairs of Albania (2013).



### Nidal Salim

Founder, Global Institute for Water,  
Environment & Health (GIWEH)

An expert in development, Nidal Salim is Director General and Founder of GIWEH. He is on the Elected Board of Governance for the Asia Water Council (AWC); an Elected Steering Board Member for the 3rd mandate at Swiss Water Partnership (SWP); and is Vice-Chair of the Knowledge Base and Dissemination committee at AWC. He also serves as Citizen Forum Committee Member of the 8th World Water Forum, Brazil 2018.



### Lisa Ventura

Head, CSO Communities and  
Societies, World Economic Forum

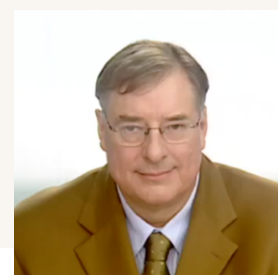
Lisa leads civil society engagement across the World Economic Forum's platform to catalyze multistakeholder collaboration. She also manages the Global Future Council on Human Rights and Technology where she curates thought leadership on the most critical issues shaping human rights and its intersection with technology. Previously, Lisa worked for the International Commission of Jurists and McKinsey & Company.



### Dominique Tombeur

President, DT International

Dominique Tombeur is an accomplished business leader and entrepreneur with a track record in senior executive positions in major blue-chip corporations and in distribution business. He served two terms as President of FEVE, the European Glass Packaging Association, and as Board member of 5 European/country glass packaging industry associations. He is two time recipient of the global "Du Pont Marketing Excellence Award".



### Patrick Gantes

Secretary General, Centre de  
Recherches Entreprises et Sociétés  
(CRES)

Patrick Gantes is the current Secretary General of CRES. Previously, he worked for Elf Aquitaine in several capacities in France, Republic of Congo and Italy.

## SESSION FOUR: HIGH LEVEL PANEL PANEL DISCUSSION

A dialogue where high level representatives can share their experience in development as well as the increasing role that they see the private sector playing in development. What are the critical challenges, and how to overcome them?



### H.E Robert Salama

Ambassador and Permanent Representative of Malawi to the United Nations

Amb. Robert Salama is the Permanent Representative of Malawi to the United Nations in Geneva. He is also the former Director of Malawi Investment Trade Centre (MITC)



### Edouard Bizumuremyi

Commercial Attaché (Commercial Counsellor) at the Permanent Mission of Rwanda

Edouard Bizumuremyi is the Commercial Attaché (Commercial Counsellor) at the Permanent Mission of Rwanda in Geneva from 2009 to date. He covers all trade-related international organizations including WTO, UNCTAD and WIPO. He led the WTO African Group at Expert Level prior to and at the 11th WTO Ministerial Conference, among many other responsibilities.



### H.E Léopold Ismael Samba

Ambassador Extraordinary & Plenipotentiary to the Swiss Confederation, and Permanent Representative of the Central African Republic to the United Nations in Geneva

Amb. Léopold Ismael Samba is the current Ambassador Extraordinary & Plenipotentiary to the Swiss Confederation, and Permanent Representative of the Central African Republic to the United Nations in Geneva. Prior, he has held various senior administrative roles with the Ministry of Public Service.



### Alfred De Zayas

Former UN Independent Expert on the Promotion of a Democratic and Equitable International Order, Lawyer, Professor, Author, Human Rights Activist

Alfred de Zayas is a retired senior lawyer with the office of the UN High Commissioner for Human Rights. He is a former Secretary of the UN human rights Committee, Chief of the Petitions Section, and UN Independent Expert on the Promotion of a Democratic and Equitable International Order from 2012-2018

**MODERATORS****Siddha Chakravartti**

Head of Research,  
EU Business School

Siddha Chakravartti is the Head of Research at EU Business School and Editor-in-Chief for ON RESEARCH. Siddha Chakravartti is passionate about international development issues, and previously, has worked as a researcher for the Commonwealth Secretariat.

**Jon-Hans Coetzer**

Chief Academic Officer,  
EU Business School

Jon-Hans Coetzer is the Chief Academic Officer at EU Business School. He has over a decade of senior management experience in various academic institutions. He also has an established career in humanitarian diplomacy and has worked in active conflicts for the International Committee of the Red Cross and the UN.

**Stef de Jong**

Academic Dean, Swiss Campuses,  
EU Business School

Stef de Jong is the Academic Dean for the Swiss Campuses of EU Business School. He has thirty years of corporate experience in international business, private banking, retail, and executive search.

**Judit Kozenkow**

Professor of Economics,  
EU Business School

Judit Kozenkow is Professor of Economics at EU Business School, with over 10 years of experience as a lecturer and researcher in international economics. She has previously worked as a trade and economic expert for UNCTAD.

# ON RESEARCH

## Global Call for Papers

(Second Edition: Spring, 2019)

**ON RESEARCH is now inviting proposals for its second edition, aimed to be published tentatively in March 2019, in the form of empirical and theoretical papers, cases, and book reviews in one of its many focus areas.**

ON RESEARCH is the flagship academic, open-access, peer-reviewed journal, publishing the highest quality of scholastic works in the field of applied business research. The periodic review publishes both scholarly and expository articles on a diverse range of subject and thematic areas for an international and interdisciplinary readership. The periodic review is published on a biannual basis, and invites submissions based on global "call for papers." The publication accepts submissions from leading experts, industry leaders, academics, and senior students, which meet the blind screening and peer review criterias set forward by the advisory board.

Please visit our webpage [onresearch.ch](http://onresearch.ch) for more information on focus and thematic areas, as well as guidelines for authors.

### Types of Contributions:

Contributions to ON RESEARCH may be in the form of the following:

1. Original Essays (4,000-8,000 words)
2. Short Articles (1,500-2000 words)
3. Business Cases (upto 3000 words)
4. Book Review (1,500-2,000 words)

### Deadlines & Key Dates:

- Abstract Submission (250 words): **November 30, 2018**
- Confirmation of Acceptance of Abstract: **December 07, 2018**
- Final Manuscript Submission: **February 08, 2019**
- Peer Review Process/Copy Editing: **February 15 - March 15, 2019**
- Expected Date of Publication: **March 29, 2019**

### How to Submit:

Send us your abstract/proposal, which should contain the following information:

- The proposed title of the contribution
- Author(s) name(s). Joint contributions are welcome
- The type of contribution (original essay/ short article/case/book review)
- Abstract of 250 words
- Short bio of author(s)
- Contact details of author(s)

All submissions are to be made only in MS Word format, and all questions and queries must be forwarded to [research@euruni.edu](mailto:research@euruni.edu)

**Note:** All manuscripts shall be screened using anti-plagiarism software.

**THANK YOU  
FOR YOUR PARTICIPATION**

**# EUOnResearch**



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