

On Course for the Global Alumni Reunion 2000

Everything you to know to be



ACADEMIC PROGRAM

Who is who

The web provides access to CV's of all the keynote speakers .

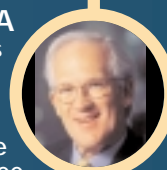
LIONEL BARBER

News editor of the Financial Times and one of the leading political writers in Europe. He is currently overseeing the transformation of the Financial Times into a web-based newspaper and its positioning in the new digital age.



COR BOONSTRA

President of Royal Philips Electronics and CEO of its Board of Management and Group Management Committee since 1996. Before joining Philips in 1994, he was President and CEO of Sara Lee Corporation.



CARLOS CAVALLÉ

IESE's Dean and Anselmo Rubiralta Professor of Business Administration. He is the President of GMAC and Chairman of EQUIS, the accreditation body of the European Foundation for Management Development.



ALEJANDRO LLANO

Professor of Philosophy of the University of Navarra and Chairman of the Institute of Anthropology at the same university. He was President of the University between 1991 and 1996. He is the author of several books, his most recent publication being *Civic Humanism* (1999).



C.K. PRAHALAD

Harvey C. Fruehauf Professor of Business Administration, University of Michigan Business School. He is the co-author of the ground-breaking study *Competing for the Future* (Harvard Business School Press, 1994), and author of several award winning articles such as *The Core Competence of the Corporation* (Harvard Business Review) and *Strategic Intent* (Harvard Business Review).



LUCIO STANCA

Lucio Stanca was appointed to the position of President, IBM Europe Middle East Africa (EMEA) in September 1994. He has occupied a number of high-profile, international positions both in Europe and in the U.S., most recently including General Manager IBM Europe Middle East Africa and General Manager, Global Marketing Operations. In addition he is a member of the board of the FILA holdings S.p.A., and Università Commerciale Luigi Bocconi (Bocconi University) in Milan and is also Vice Chairman of the Aspen Institute Italia.

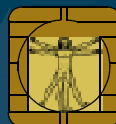


NORBERT WALTER

Managing Director and Chief Economist, Deutsche Bank. He is a prominent figure in news programs on CNN or the BBC, and a regular contributor to some international newspapers such as *The Wall Street Journal* or *the Financial Times*.



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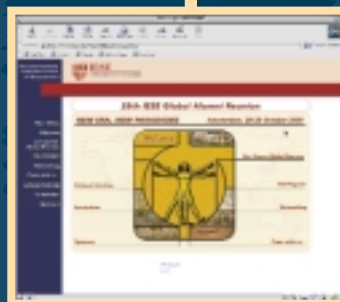
**NEW ERA
NEW PARADIGMS**

39 IESE Global Alumni Reunion
Amsterdam, October 28 - 29, 2000



A DYNAMIC SOURCE ON THE WEB...

To find out the latest news about the Global Alumni Reunion, visit the event's official website. With one click, you can follow the day-to-day preparations for this historic reunion



Featured are video clips with Jordi Canals, José Martínez-Rovira and Jan Oosterveld, inviting all IESE Alumni to attend the Amsterdam reunion.



On the Road to Amsterdam...

An overwhelming number of alumni have already signed up to join this unprecedented reunion.



«El IESE es ya posiblemente la escuela de negocios más internacional del mundo, y no hay duda de que Amsterdam es una de las ciudades más internacionales del mundo. ¿Qué mejor combinación para hablar de nuevos paradigmas en una nueva era caracterizada por la globalización? Los días de la Asamblea están ya reservados en mi agenda.»
Professor Josep Faus



«Highly topical subject matters with prominent guest speakers, IESE faculty and Alumni. IESE will provide us with a great opportunity to meet to get in Amsterdam. I am sure it will be an unforgettable event for all of us.»
Akihiro Kasai
MBA 95



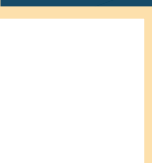
«When I found out that IESE had chosen Amsterdam as the site of this year's reunion, I didn't hesitate to sign up. We Dutch are great hosts, the IESE alumni from the Benelux area will receive you with open arms.»

Martijn Eikelenboom
MBA 88



«The first "Asamblea" that IESE organizes outside of Spain. How would I miss it?»

Professor Eduard Ballarín



«Al interés del tema, el atractivo de los ponentes y la oportunidad que el IESE nos brinda para reencontrarnos, se suma este año Holanda. Estoy seguro de que será un fin de semana inolvidable para todos.»

Eusebio Díaz-Morera
MBA 69

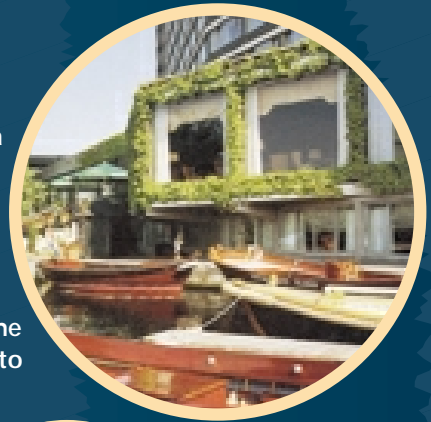


CULTURAL PROGRAM

A weekend of learning and relaxation in Amsterdam...

GALA DINNER – THE NETHERLANDS AND THE SEA

Specially chartered boats will collect us from hotel for a tour along Amsterdam's canals. At this time of day, the play of light and shade in the city is at its most splendid. We will disembark at the quay of the Dutch Maritime Museum: an impressive construction built 300 years ago which traces Holland's seagoing past through its displays of old sailing instruments. We will dine in the room that originally housed the ships that were to sail to the Indies.



RIJKSMUSEUM. This is one of the world's leading museums, which this year marks its 200th anniversary. It houses one of the largest collections of the Dutch Golden Age paintings: Rembrandt, Frans Hals and Vermeer among others.



VAN GOGH MUSEUM. This museum houses the largest collection of Van Gogh's works: 200 paintings, 500 drawings, and 700 letters. The building was constructed in 1973 and the new annex, designed by the Japanese architect Kisho Kurokawa, was opened in June 1999. In addition to visiting the museum, we will visit an extraordinary temporary exhibition: Light! Art, Technology and Society in the Industrial Era, 1750-1900.



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Networking.
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A guide to the Netherlands.
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