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Press release

Berlin, June 16, 2010

Business leaders and academics call for new thinking at the 3rd ESMT Annual Forum: "People, Planet, Profit: Creating a Sustainable Future"

- CEOs discuss new role of government in European competitiveness
- Leading international academics debate challenges surrounding sustainability, management of technology, and responsible leadership
- Infosys founder N.R. Narayana Murthy to receive the first ESMT Responsible Leadership Award

ESMT European School of Management and Technology is holding its 3rd Annual Forum in Berlin on June 16-17, 2010.

Titled "People, Planet, Profit: Creating a Sustainable Future," and focusing on the schools core competencies of European competitiveness, responsible leadership, and the management of technology, the themes of the conference have never been more relevant. Influential figures in European business and economic policy will be present to set an agenda for the future competitiveness and sustainability of European business.

On the first day of the conference, heads of leading global companies such as Deutsche Telekom, Gazprom, Lufthansa, Saint-Gobain, and Siemens discuss how Europe can continue to be a global leader in establishing a sustainable economic, ecological, and socio-political future, while still securing the region's competitiveness.

Infosys founder and chief mentor N.R. Narayana Murthy is receiving the first ESMT Responsible Leadership Award, an annual award honoring an inspirational business figure who has demonstrated a deep commitment to the principles of sustainability. ESMT is also announcing the Deutsche Telekom Chair in Leadership and HR Development. At the same time, ESMT professor Jörg Rocholl has been named the Ernst & Young Chair in Governance and Compliance.

"With the international platform of this Annual Forum, ESMT is sending a powerful signal from Berlin across Germany, Europe, and beyond: while the bottom line continues to be important, the *triple* bottom line – the balance between economic, environmental and social targets – is key to the sustainability of our planet and to sustainable, and therefore successful, business," said Michael Diekmann, CEO, Allianz, and Chairman of the ESMT Foundation Board of Trustees. "Sustainable business practices must be the standard against which we measure all future economic success."

Michael Diekmann (CEO, Allianz) will open the ESMT Annual Forum, followed by keynote speakers Peter Löscher (CEO, Siemens) and Alexander I. Medvedev (Deputy Chairman of the Management Committee, OAO Gazprom). In the Cornerstone Panel on European competitiveness Jean-Louis Beffa (Chairman of the Board of Directors, Saint-Gobain), Peter Löscher, Wolfgang Mayrhuber (CEO, Deutsche Lufthansa), Alexander I. Medvedev and René Obermann (CEO, Deutsche Telekom) debate the future role of government and regulation in Europe. The global



leaders agree that companies and policymakers must be more innovative and install measures that truly foster sustainability.

During the three parallel sessions on the second day, internationally recognized academics and business leaders will engage in a deeper debate how companies should combine economic success with "doing good," leading people for sustainability, and the future of green energy. Alexander Landia, Chairman of the Board of Directors of the Siberian Coal Energy Company, will give the conference's closing address.

"With this year's Annual Forum, ESMT has brought together companies, academia and management talent and has created an international platform for sustainability. I am proud that we have been able to debate this vision of a triple bottom line of people, planet, and profit with various international stakeholders," said Lars-Hendrik Röller, President of ESMT.

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About ESMT

ESMT European School of Management and Technology was founded in October 2002 by 25 leading global companies and institutions. The international business school offers Full-time MBA and Executive MBA programs, as well as executive education in the form of open enrollment and customized programs. The School also features in-house research-oriented consulting services in the areas of competition and regulation. ESMT is a private university based in Berlin, Germany, with an additional location in Schloss Gracht near Cologne. www.esmt.org