

INSEAD to Host 10th Annual EABIS Colloquium on the Changing Role of Business in Developing Countries

Leaders in business, policy & government, academia and civil society to gather in Fontainebleau to address global sustainability

Abu Dhabi, Fontainebleau, France and Singapore, 20 October 2011 – INSEAD, the leading international business school, will host the 10th annual Academy of Business in Society (EABIS) Colloquium on its Europe campus in Fontainebleau, France on 26-28 October 2011. This year's Colloquium takes as its central theme 'A New Era of Development: The Changing Role and Responsibilities of Business in Developing Countries'.

The programme will address the new dynamics for business in regions such as Africa and Asia and how companies can define the pathways to a new era of societal and economic development. The three-day event will help attendees to navigate the challenges of business growth through new strategies and partnerships that enhance the stability and sustainability of business and market development. Panel and stand-alone sessions will also focus on how to deliver profitable products and services in these countries against a complex backdrop of national and regional differences.

'We are delighted to host the 10th annual EABIS Colloquium on our Fontainebleau Campus,' said Luk Van Wassenhove, Professor of Operations Management at INSEAD and Chair of the Colloquium. 'As a founding member of EABIS, we had the distinct pleasure of hosting the first Colloquium and are honoured to be the site of this 10th anniversary event.'

Van Wassenhove continued: 'Following last year's Colloquium in St. Petersburg on the subject of Corporate Responsibility in Emerging Economies, it seemed logical to have a follow-up event on the role of business in development and in developing countries. Given INSEAD's Social Innovation Centre's work, we are well positioned to organise this year's event.'

The three-day event will delve deeply into how companies can operate most effectively in developing countries. Colloquium speakers will discuss critical issues related to the business and economic environment in these regions and how organisations can create platforms for growth and value creation. Sessions will also address transparency, corruption and licensing, as well as the challenge of capacity-building in developing countries.

'There is enormous opportunity for growth in developing countries but in order to create sustainable strategies, we must first define the parameters, objectives and responsibilities of business in these areas,' said Gilbert Lenssen, President EABIS. 'This year's Colloquium will address these issues and set us on the right path towards establishing a new era of development that achieves sustainable and inclusive growth.'

Each year the EABIS Colloquium convenes over 300 senior figures from business, policy & government, academia and civil society to address a key dimension of the global sustainability debate. Speakers at this year's event include Pierre Jacquet, Executive Director, Agence Française de Développement; Athalia Molokomme, Attorney General, Republic of Botswana; Nazeer Ladhani, Senior Advisor, Aga Khan Development Network; and Pierre Nanterme, Chief Executive, Accenture.

Simon Pickard, Executive Director, EABIS, said: 'The 2011 Colloquium will bring together the top leaders in business, policy and academia to discuss today's unique challenges to business in developing countries. As in years past, the event will be the ideal forum for knowledge exchange and agenda setting in business research and education.'

EABIS is the international reference point for companies and management institutions to collaborate on sustainability thought leadership, research and executive development. INSEAD co-founded The Academy in 2002 and remains one of its most active global partners.

For more information and registration, please visit: www.insead.edu/events/eabis or contact Mirte Gosker at mirte.GOSKER@insead.edu.

About INSEAD, The Business School for the World

As one of the world's leading and largest graduate business schools, INSEAD brings together people, cultures and ideas from around the world to change lives and to transform organisations. A global perspective and cultural diversity are reflected in all aspects of our research and teaching.

With campuses in Europe (France), Asia (Singapore) and Abu Dhabi, and a research centre in Israel, INSEAD's business education and research spans three continents. Our 141 renowned Faculty members from 35 countries inspire more than 1,000 degree participants annually in our MBA, Executive MBA and PhD programmes. In addition, more than 6,000 executives participate in INSEAD's executive education programmes each year.

In addition to INSEAD's programmes on our three campuses, INSEAD participates in academic partnerships with the Wharton School of the University of Pennsylvania (Philadelphia & San Francisco); the Kellogg School of Management at Northwestern University near Chicago, and Johns Hopkins University/SAIS in Washington DC. In Asia, INSEAD partners with Tsinghua University in Beijing and the Lee Kuan Yew School of Public Policy at the National University of Singapore. INSEAD also partners with Sorbonne University Panthéon-Assas law school, and with Fundação Dom Cabral in Brazil.

In 2009, INSEAD celebrated 50 years as a pioneer of international business education based in Europe. Last year, INSEAD celebrated the 10th Anniversary of our Asia campus in Singapore. In 2012, we mark five years of activity in Abu Dhabi.

Around the world and over the decades, INSEAD continues to conduct cutting edge research and to innovate across all our programmes to provide business leaders with the knowledge and sensitivity to operate anywhere. These core values have enabled us to become truly "The Business School for the World."

More information about INSEAD can be found at www.insead.edu

ABOUT EABIS – The Academy of Business in Society

The Academy of Business in Society (EABIS) is a unique alliance of companies, business schools and academic institutions, committed to integrating business in society issues into the heart of management theory and practice. Founded in 2002, EABIS has known a continuous growth from its 12 Founding Partners to more than 130 organisations today. It is EABIS' mission to design and support collaborative initiatives in research, education and dialogue that address global sustainability challenges. In its first ten years of activity, EABIS has secured over €7 million in funding to deliver over 50 projects, and has established itself as a legitimate thought leader in its field.

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INSEAD Press Contacts:

INSEAD Europe campus

Boulevard de Constance
77305 Fontainebleau Cedex, France
Tel: +33 (0)1 60 72 40 00
Fax: +33 (0)1 60 74 55 13

Sophie Badré, Associate Director Media Relations
Tel +33 (0)1 60 71 26 91, Mobile: +33 (0)6 86 07 33 75
Email sophie.badre@insead.edu

Jayne Brocklehurst, Media and Editorial Manager
Tel +33 (0)1 60 71 26 34, Email jayne.brocklehurst@insead.edu

INSEAD Asia campus

1 Ayer Rajah Avenue, Singapore 138676
Tel: +65 6799 5388
Fax: +65 6799 5399

Janet Loh, INSEAD Asia Campus
Tel +65 6799 5490, Email janet.loh@insead.edu

INSEAD Abu Dhabi campus

Muroor Road – Street No. 4, P.O. Box 48049
Abu Dhabi UAE
Tel: +971 2 651 5200
Fax: +971 2 443 9428

Joe Chedid, INSEAD Abu Dhabi campus
Tel +971 2 651 5329, Email joe.chedid@insead.edu

U.S.

Amy Fathers, Cubitt Jacobs & Prosek Communications
Tel +1 212 279 3115 ext. 209, Email afathers@cjpcom.com