

Wednesday, August 11, 2010

*Dear Members & Guests!*

The Countdown has started – just a few weeks from now we will all meeting Basel, Switzerland, for our Annual EWMD International Conference. To enhance the anticipation for those who have already registered and to wet the appetite to do so for those who have not, we want to share a glimpse of the highlights coming up:

As you know, this year's conference will be hosted by Novartis, which will give us the opportunity not only to come to the beautiful city of Basel, but also to marvel at the newly built Novartis Campus – some of the worlds most famous architects, such as, Tadao Ando, Frank Gehry, Renzo Piano, Jean Nouvel, just to name a few, have had the chance to realize a building here. (Please note that we are not allowed to take pictures on the Campus.)

We are greatly honored that our event can take place at Novartis, even more so as the CEO of Novartis, Mr. Joe Jimenez, has agreed to come to our conference and speak to us! In addition to Novartis, our other Sponsors will be represented, not only with participants, but also on the Speaker's panel, with Microsoft featuring its new COO in Germany, Jane Gilson, and Sandoz being represented by Christina Ackermann, General Counsel and Member of Sandoz Executive Committee. From Hexal there will be no speaker, however, we will be able to take home something else as a nice memory – be surprised.

To show what a great network like ours can achieve in terms of capabilities, resources and knowledge, we have enlisted some prestigious members of EWMD to share their insights with us: Brigitte Schraetzenstaller-Rauch, Elisabeth Blum, Antje Wilmink, Adriana M. Nuneva and Dr. Sibylle Gruner.

Moreover, we have added 2 external speakers/presenters who are both at the top of their game – albeit in very different areas:

- Nicely fitting into our overall “pharmaceutical” environment at the Novartis Campus, we will get some input from Dr. Sebastian Wolf, who is well known for his work in connecting health issues with managerial topics at his “home base” in St. Gallen Business School. He will give us some insights on how to integrate this in an effective mentoring relationship
- As an extra “goodie” we will be inspired by Jacqueline Ott and her Marimba.

Additionally, EWMD is about acting and connecting around the world. It is wonderful that you are participating at EWMD International's 2010 Conference in Basel! We want to grasp the chance to offer to you a cross-cultural experience. To do this your active upfront contribution ;) would be highly appreciated! We would kindly ask you to bring “welcome-gift” to our conference. This gift should be something that is typical for your country, region or cultural background. This symbol – with a financial value up to max. € 10! – will serve as a trigger for an interactive experience. We are looking forward to your ideas & creativity!

On a final note: please do not forget that it will be all of us together and our networking which will take this an unforgettable event!!

So tune in, get inspired and if you have not yet done so: Register & join (seating available)!!

*Your EWMD Orga Team*