

Philiass Annual Assembly & Conference
30 April 2008, Château de Montagny, Lutry (Lausanne)

1. Morning session: General Assembly
(MEMBERS ONLY)

Presentation of the Philiass 2007 results & 2008 Membership activities

Welcome to 5 new members:

MCI Group – Merrill Lynch Bank (Suisse) SA – British American Tobacco Switzerland (BAT) – HSBC Private Bank (Suisse) SA – Pictet & Cie

Workshops on Company CSR best practices :

-“Evaluation and measurement of the Corporate Community Investment Programme : Syngenta/ LBG Business case”, Syngenta

-“Creating Shared Value, a business case for CSR integration at all levels”, Nestlé SA

2. Afternoon session: Philiass Annual Conference
“Business & Education: a mean to implement CSR ?”
(Open to Members and Non-Members)

11:45 **Registration and Apero, Networking lunch**

12:50 **“The role of Business in Education”**

Olivier Steimer, Chairman of the Board, BCV Group and Chairman of Swiss Financial Institute

13:30 **“Training, Learning, & Development at McDonald’s, our mission”**

Gabriela Leone, HR Director, McDonald’s Switzerland

13.50 **“Teaching CSR in the Jewellery Industry”**

Dr. Michael J.D. Hopkins, Professor, University of Middlesex, London, UK & Director, CSR Diploma, University of Geneva

14.15 **“Job Factory – Investment in our Youth”**

Robert Roth, Founder of Job Factory and Social Entrepreneur of the year 2006, Basel

14.45 **Coffee break**

15.00 **“Women and Education: The “Rejoignez-nous !” Programme**

Laure Guido, Project leader in charge of the "Rejoignez-nous!" programme, and Sophie Rauch Boehlen, Client advisor, member of the 2007-2008 intake for "Rejoignez-nous!", BCV Group

15:15 **“What’s next”**

Xavier Comtesse, Director, Think Thank Avenir Suisse

15:45 **Close**

Bettina Ferdman Guerrier, Founder & CEO, Philiass

15:55 **Bus departure to Lausanne train station**