

BUSINESS LEADERSHIP FORUM

12–13 NOVEMBER 2008 | ISTANBUL, TURKEY | CEMAL REŞİT REY CONCERT HALL

AGENDA

DAY 1: WEDNESDAY, NOVEMBER 12

- 4:00–4:05 p.m. **Welcome**
Sam Palmisano, Chairman, President and CEO, IBM Corporation
- 4:05–4:25 p.m. **VIEWPOINTS: TURKEY BEYOND 2008**
Mehmet Simsek, Minister of State for Economic Affairs, Republic of Turkey
- Session I: Making the World Work Better**
Introduction: Sam Palmisano, Chairman, President and CEO, IBM Corporation
- 4:25–4:55 p.m. **A Smarter Planet**
Sam Palmisano, Chairman, President and CEO, IBM Corporation
- 4:55–5:15 p.m. **A Blueprint for the Future of Smart Energy**
Jeroen van der Veer, Chief Executive, Royal Dutch Shell plc
- 5:15–6:00 p.m. **A Conversation with:**
Sam Palmisano, Chairman, President and CEO, IBM Corporation
Jeroen van der Veer, Chief Executive, Royal Dutch Shell plc
Moderator: Dr. Hirotaka Takeuchi, Dean and Professor, Graduate School of International Corporate Strategy, Hitotsubashi University
- 6:30–10:00 p.m. **Private Tour of Topkapi Palace Followed by Dinner**
Welcome: Eray Yuksek, Country General Manager, Turkey, IBM Corporation

DAY 2: THURSDAY, NOVEMBER 13

- 9:00–9:05 a.m. **Welcome**
Bruno Di Leo, General Manager, Growth Markets, IBM Corporation
- 9:05–9:30 a.m. **VIEWPOINTS: GLOBALIZATION—THE NEXT PHASE**
Dr. Fareed Zakaria, Editor, Newsweek International
- Session II: Getting Smart to Go Global**
Introduction: Ginni Rometty, Senior Vice President, Global Business Services, IBM Corporation
- 9:30–9:45 a.m. **The Future of Intelligent Navigation**
Harold Goddijn, Chief Executive Officer, TomTom
- 9:45–10:30 a.m. **A Conversation with:**
Harold Goddijn, Chief Executive Officer, TomTom
Alpaslan Korkmaz, President, Turkish Investment Support and Promotion Agency
Mario Monti, President, Bocconi University
Moderator: Dr. Fareed Zakaria, Editor, Newsweek International
- Continued



- 10:30–11:00 a.m. *Break*
- 11:00–11:15 a.m. **VIEWPOINTS: TECHNOLOGY—ENABLING GROWTH & INNOVATION**
Erich Clementi, General Manager, Enterprise Initiatives, IBM Corporation
- Session III: The Technology of Smart**
Introduction: Mark Hennessy, Vice President and CIO, IBM Corporation
- 11:15–12:05 p.m. **A Conversation with:**
Reginaldo Arcuri, President, Brazilian Agency for Industrial Development
- HE Dr. Tarek Kamel, Minister of Communications and Information
Technology, Government of Egypt
- Erich Clementi, General Manager, Enterprise Initiatives, IBM Corporation
- Richard Williams, CIO, AstraZeneca
- Moderator: Dr. Soumitra Dutta, Roland Berger Chaired Professor
of Business and Technology, and Dean of External Relations, INSEAD
- 12:05–1:30 p.m. *Networking Lunch*
- 1:30–1:35 p.m. **Welcome**
Frank Kern, Senior Vice President, Sales and Distribution,
IBM Corporation
- 1:35–1:50 p.m. **VIEWPOINTS: EMBRACING RENEWABLE ENERGY
TECHNOLOGIES—THE MASDAR INITIATIVE**
Dr. Sultan Ahmed Al Jaber, CEO, Masdar
- Session IV: A Smarter Planet and Societal Progress—
Influencing Change**
*Introduction: Larry Hirst, Chairman, Europe, Middle East and Africa,
IBM Corporation*
- 1:50–2:10 p.m. **Corporate Sustainability—Identifying Risks and Opportunities**
Dr. Jacques Aigrain, CEO, Swiss Re
- 2:10–2:55 p.m. **A Conversation with:**
Dr. Jacques Aigrain, CEO, Swiss Re
- Dr. Sultan Ahmed Al Jaber, CEO, Masdar
- Moderator: Dr. Rosabeth Moss Kanter, Ernest L. Arbuckle Professor
of Business Administration, Harvard Business School
- Session V: The Challenge to Leadership—Building a Smarter Planet**
- 2:55–3:15 p.m. **A Conversation with:**
Sam Palmisano, Chairman, President and CEO, IBM Corporation
- Dr. Fareed Zakaria, Editor, Newsweek International
- 6:30–10:00 p.m. **Reception and Dinner: BLF Attendees and their Guests**
Esma Sultan Mansion