



Event on April 7, 2009 in Geneva

The INSEAD Alumni Association Switzerland, the Swiss Healthcare Industry Club (cHIC), and its Lake Geneva regional partner Endeavour Vision are pleased to invite all who are active in the life sciences/healthcare sectors to a panel of engaging & distinguished experts.

The topic: "Are we ready to face the next healthcare crisis? An assessment by WHO and industry"

- How are healthcare stakeholders prepared to face the next healthcare crisis?
- What are the key lessons learnt from the SARS 2003 outbreak?
- Which role should industry have prior to and during a healthcare crisis?

Confirmed speakers:

- **Keynote by Dr. Guenaël Rodier** Director of International Health Regulations Coordination at the World Health Organization (WHO)
- **Prof. Luk Van Wassenhove** Professor of Operations Management, INSEAD, The Henry Ford Chaired Professor of Manufacturing
- **Dr. David Reddy** Global Influenza Pandemic Task Force Leader, Roche Pharma

Venue: President Wilson Hotel, located centrally in Geneva
47 Quai Wilson | 1201 Geneva

Programme:

6.00 pm	Welcome drinks
7.00 pm	Keynote speech, panel discussion, Q & A
8.30 pm	Cocktails, finger food and networking (until 10pm)

Registration: There will be no costs charged for the event, please register by email to Nathalie Pellissier, <mailto:INSEAD@bluewin.ch> before April 2

Gregory Hustache
INSEAD Alumni Association,
Swiss Healthcare Club Committee

Aleksandar Ruzicic
INSEAD Alumni Association,
cHIC Co-President

Chandra P. Leo
INSEAD Alumni Association,
cHIC Co-President

There will be no cost for the event courtesy of our financial sponsors:

