

Research Forum 2020



# **A MODERN DAY CATALYST FOR CHANGE**



Navigating business, trade and interaction  
**post-pandemic**

Wednesday, **October 21<sup>st</sup>**, 2020

11:00 - 14:00 CET

**Online** event

# Welcome to the Research Forum - flagship research-outreach event of EU Business School

EU Business School, through ONResearch - its research platform - invites experts, leaders and shapers from academia, businesses, governments, international organizations, think tanks, and NGOs to once again discuss and deliberate on some of the most pressing issues of today under the auspices of its annual Research Forum.

The 2020 edition of the Research Forum reflects on the Covid-19 pandemic as a catalyst for change and allows the opportunity for

discussions that drill into what really matters for the future: Collaboration, Innovation, Continuity and Humanity. This discussion will offer unique insights into the challenges that business leaders have faced through the pandemic, as well as the tools that have initiated, driven and supported success and continuity. As the world plans for life after the pandemic, we have an opportunity to collectively define what the new normal should look like and how this new normal can work for every stakeholder.

The Covid-19 pandemic has distorted global value chains and exposed the fragility of humanity. Businesses have been forced to re-evaluate operating procedures while international trade has bounced between nationalist rhetoric and structural reform. The year 2020 has seen increased trade protectionism in various industrialized economies. Reeling from the impact of the pandemic on economies around the world, Foreign Direct Investment (FDI) has slowed as investors have taken a step back to strengthen core bases and really understand what the future holds. In the middle of all of this, global business has reacted differently. At the peak of social distancing/lockdown measures many companies, from SMEs to Multinationals struggled for continuity, while the same circumstances opened new opportunities for others.

From all of this, a few things are clear: the importance of technology in business operations and human interaction cannot be overstated; the current atmosphere will erase certain opportunities and create new ones, and resource constraints will require both the public and private sectors to design new trade and project financing models.

# Agenda

11:00 – 11:05

## Welcome Note

Suddha Chakravartti, [Head of Research, EU Business School](#)

11:05 – 11:20

## Keynote Address

Raghavan Seetharaman, [CEO, Doha Bank](#)

11:20 – 12:00

## Panel 1: Trade and International Collaboration; Avoiding an economic downturn

A common feature at the peak of the Covid-19 pandemic was the confusion between a collaborative or antagonistic response to the pandemic. The atmosphere that this confusion created, combined with trade tensions, exacerbated an already turbulent landscape for global business, at a time when global value chains are more connected than ever. In this evolving landscape, businesses will need to identify the relationship models that will help them to enhance their competitive positioning on global value chains. Understanding that increased trade will be crucial to economic recovery around the world, the international community will need to redefine engagement models in a manner that fosters greater collaboration. This presents an opportunity for businesses.

### Panelists:

Philippe G. Nell, [Honorary Ambassador, Swiss – Latin American Chamber of Commerce, Author, Lecturer.](#)

Preeti Sinha, [CEO, FFD Financing for Development LLC.](#)

Kattia Moreno, [Academic Quality Coordinator at the EU Business School.](#)

*Moderator:* Judit Kozenkow, [Professor of Economics, EU Business School.](#)

12:00 – 12:40

## Panel 2: Big Tech! Small Tech! Safe Tech! Innovating to stakeholder value

Rounding up an extraordinary year for tech giants, we look at the opportunities created by the pandemic but also at the engagement models that businesses have designed to take advantage of the global digital shift. A shift that has been accelerated by social distancing measures worldwide. In parallel, we look at transformative and new innovations and the entrepreneurs taking these to scale. With more people engaging with each other and with businesses online, safety should be at the forefront of every user and service provider. Understanding the evolving cybersecurity space will allow businesses to truly maximise the value that they create whether as tech giants or innovative entrepreneurial start-ups.

### Panelists:

Mohamed Ba, [Senior Coordinator, Digital Innovation Ecosystem, International Telecommunication Union \(ITU\).](#)

Velislava Petrova, [UNAIDS Global Health/ Innovation – Consultant World Bank – Research Associate, Kings College, Cambridge University.](#)

Alain Schnewly, [Managing Director, BCG Platinion Singapore.](#)

Taissa Thierry Chaves, [Managing Director & Chief Catalyst Officer, Y Coaching & Consulting.](#)

Martijn van der Ven, [Founder and CEO, Athalos.](#)

*Moderator:* Ugo Ikpeazu, [Partnership Coordinator/Research Associate at ONResearch.](#)

**12:40 – 13:00**    **Q&A**

**13:00 – 13:40**

**Panel 3: Rethinking Continuity:  
From Project Financing to the Future of Work**

In a similar fashion, the need for continuity is crucial and applies on various levels. In one instance, continuity refers to operating procedures and the changes that have resulted from the pandemic. Countries around the world established strict social distancing measures that opened a universe of remote working possibilities, with many companies opting to continue these practices going forward. Redefining the future of work will allow businesses to enhance their work forces to unlock hidden value or increase distractions and decrease productivity.

At the same time, global investment rates have staggered as countries have repurposed Foreign Direct Investment and Overseas Development Assistance budgets towards national economic stimulus. While this has provided immediate support for businesses in parts of the world, it has exposed a significant financing gap in other parts. Coming out of the pandemic, there is a need to think about new opportunities/models for project and trade financing. Agile and proactive businesses must take steps today concerning the future of work and financing if they want to thrive in the dynamic landscape of tomorrow.

*Panelists:*

Geoffrey See, Founder, [Choson Exchange](#); Council Member, [Global Future Council & Young Global Leader](#), [World Economic Forum](#).

Paul Müller, [Head of HSSE \(Health-Safety-Security-Environment\)](#), [RUAG Space](#).

Peter Vanham, [Head of International Media Council and Chairman's Communications at World Economic Forum](#); Author.

*Moderator:* Suddha Chakravartti, Head of Research, [EU Business School](#).

**13:40 – 13:55**    **Q&A**

**13:55 – 14:00**

**Closing Statement**

Luc Craen, [Managing Director & Vice-President](#), [EU Business School](#).

# Speaker Profiles

## Keynote Address



**Raghavan R. Seetharaman**  
CEO, Doha Bank

Dr. R. Seetharaman, Chief Executive Officer of Doha Bank is recipient of multiple doctorates from leading universities of the world, including PhD in Global Governance by European University, PhD in Green Banking and Sustainability from Sri Sri University and Honor of the Doctoral Fellowship from Sri Sharada Institute of Indian Management (SRISIIM).

He was recognized and conferred by the Government of India with the prestigious Pravasi Bharatiya Samman Award, the highest honor conferred on overseas Indians by the Government of India. Dr R. Seetharaman, CEO of Doha Bank, is a prominent personality in the banking industry throughout the Middle East; and an economic expert. He has transformed Doha Bank into one of the best performing Banks in the Middle East region. He is a high profile economist and is invited on a regular basis by international media such as BBC, CNN, FOX, CNBC, Sky News, ABC and Bloomberg to share his views.

## Panel 1: Trade and International Collaboration; Avoiding an economic downturn



**Philippe G. Nell**  
Honorary Ambassador,  
Swiss-Latin American  
Chamber of Commerce;  
Author; Lecturer

Philippe G. Nell is Honorary Ambassador and Member of the Executive Committee of the Latin American Chamber of Commerce in Switzerland, Member of the Board of the Association Switzerland in Europe, Member of the Sounding Board of Argor-Heraeus (gold refining firm) and University Lecturer. Until October 2019, he was Deputy Assistant Secretary for Bilateral Economic Affairs and Head of the Americas Unit at the State Secretariat for Economic Affairs (SECO) of the Swiss Department of Economic Affairs, Education and Research. He was in charge of bilateral trade and investment relations and held the diplomatic title of Minister.

Mr. Nell holds a Ph. D from the Graduate School of International Studies of the University of Denver and Masters from the Universities of Fribourg, Carleton (Ottawa) and Denver. He is Privat Docent at the University of Fribourg where he dispenses courses. He has also taught i.a. at the Europa Institute of the University of Basel (1993-2016), EU Business School (2000-2012), the Universidad Mayor Nacional de San Marcos in Lima (2018), the Universidad de Chile (2018) and the Universidad Paraguayo Alemana (Asuncion, 2019, 2020).



**Preeti Sinha**  
CEO, FFD Financing for  
Development LLP

Experienced development banker and financier associated with catalyzing and raising cumulatively \$20 billion capital in 30 years in leading resource mobilization and partnership roles. Led pioneering and complex managerial roles in 7 leading global organizations. Pioneer, strategist and intrapreneurial with proven abilities to build organizations.

Preeti is President & CEO of FFD Financing for Development Ventures, a specialist development finance firm in Geneva and works on creating the power of finance and innovative capital markets structures to value basic standards of living for humans and preservation and abundance of nature.



**Kattia Moreno**  
Academic Quality Coordinator,  
EU Business School

Dr. Kattia Moreno is Academic Quality Coordinator at the EU Business School Munich Campus. Her work focused specifically on the academic supervision of courses related to Economics, Mathematics and Statistics. She enjoys teaching Global Economics, Applied Management Statistics and Quantitative Business Skills. As well as for the Bachelor and Master programs Kattia dedicates time and effort to transmit her students the importance of applying theories to real case studies, and to understand how important it is to think critically and to analyze statements.

Kattia's passion in research is about economic development and industrial agglomerations in Latin America. Her dissertation analyzed clustering processes in three Latin American countries in relationship to mega-infrastructure projects in the transport sector.



**Judit Kozenkow**  
Professor of Economics,  
EU Business School  
Moderator

Dr. Kozenkow holds a Ph.D. in Economics and has 10 years experience in the field of international economics. She has developed excellent analytical, communication and organizational skills through teaching, research and project management.

Currently she teaches at EU Business School Switzerland and at Webster University Geneva, mentors undergraduate, graduate and doctoral students, and has worked as a trade and economic expert for the United Nations Conference on Trade and Development (UNCTAD). Her previous positions include a Research Fellowship at the Graduate Institute of International and Development Studies in Geneva, a Visiting Fellowship at Johns Hopkins University School of Advanced International Studies in Washington, DC and strategic advisory and risk management in the Hungarian financial sector.

## Panel 2: Big Tech! Small Tech! Safe Tech! Innovating to stakeholder value



**Mohamed Ba**  
Senior Coordinator,  
Digital Innovation  
Ecosystem, International  
Telecommunication Union (ITU)

Moe Ba leads the Innovation Programme for the Development Sector at the International Telecommunication Union, the UN specialized agency for ICT/Telecommunication.

His role is to help strengthen ITU Membership capacity to accelerate digital transformation. His passion is to help communities unlock their potentials through stakeholder empowerment and connecting opportunities to resources.

Prior to joining ITU, Mr. Ba spent several years in the private sector including working in Silicon Valley and internationally. He is an expert on innovation policy and the development of platforms focused on innovation, ICT and telecommunication.



**Velislava Petrova**  
**UNAIDS Global Health/  
 Innovation – Consultant  
 World Bank – Research  
 Associate, Kings College,  
 Cambridge University**

Dr Velislava Petrova is a virologist who discovered the mechanisms driving immune amnesia after measles. Her work highlighted the importance of measles vaccination and triggered worldwide media coverage making it one of the most discussed research papers for 2019. Dr Petrova received the Wellcome Trust PhD Scholarship and completed her PhD at the University of Cambridge and the Wellcome Sanger Institute, where she developed and later patented a novel method for genetic screening of the immune system. She was awarded the Vice-Chancellor Postdoctoral Award and lead a project for delivery of solar-powered mobile diagnostic laboratories in Sierra Leone. After her experience in West Africa, Dr Petrova joined the Office of Innovations at UNAIDS in Geneva where she now develops programs for empowering female entrepreneurs and for translating key health innovations to countries in the Global South. Dr Petrova is also a Research Associate at King's College, Cambridge and a Consultant at the World Bank where she designs frameworks for infectious disease risk assessment as part of national disaster risk management programs in Europe.



**Alain Schneuwly**  
**Managing Director,  
 BCG Platinion  
 Singapore**

Alain Schneuwly drives Boston Consulting Group's Platinion business in Southeast Asia. He works with clients to identify their highest-value opportunities, address their most critical challenges, and implement key initiatives. Platinion helps leading companies across diverse business sectors deliver key results from business and technology platforms, develop groundbreaking digital products, and accomplish major systems implementations.

Alain joined BCG in April 2019. He has more than 25 years of previous experience in technology strategy, IT transformation, and complex solutions implementations. He has worked alongside clients in all major industries, primarily in banking and capital markets. Alain's focus is on helping organizations leverage technology to drive their strategic priorities and create tangible business value.

Before joining the firm, Alain led the Financial Services Industry Technology growth programs across Southeast Asia at Deloitte Singapore. Before Deloitte, he was in charge of the Accenture Technology Strategy practice in Southeast Asia.



**Taissa Thierry Chaves**  
**Managing Director & Chief  
 Catalyst Officer, Y Coaching  
 & Consulting**

Taissa Thierry Chaves, founder of Y Coaching & Consulting, is a French-Brazilian leader in the digital industry who speaks 5 languages. She created Digital Boarding®, a breakthrough program combining innovative services in digital transformation and talent management. She's worked for prestigious brands including L'Oréal Paris, Nestlé, Nespresso, Casino Group, Hublot, Corum and many others. With 20 years' experience, Taissa, a certified executive coach specialized in digital leadership and culture, thrives in helping companies and executives achieve performance acceleration in the digital era with humanity. She also is a lecturer and jury member for several institutions on areas such as entrepreneurship, innovation, and digital governance. Convinced about the impact individual actions have on society, she founded in 2014 Women in Digital Switzerland (WSD) that's now 5'000 members strong. The goal of WDS is to promote the visibility of women experts in the technology sector through thought leadership and knowledge sharing.



**Martijn van der Ven**  
 Founder and CEO,  
 Athalos

Martijn has an entrepreneurial background. He has 23 years of experience in the Telecom, Events & Entertainment Industry. With his strongly driven mindset, Martijn has successfully set up several companies before becoming the founder & CEO of Athalos. Martijn's forward-thinking leadership leverages purpose in shaping our organizational goals, objectives and structure. This approach to business is reflective in Martijn's passionate way of life and that's why he'll often find a moment to reflect on the world through music, Dj'ing as an expression of his love for everything that life has to offer. This will be released also in Athalos.World. He loves Italian wines and cooking and doing voluntary work for sports and events.



**Ugochukwu Ikpeazu**  
 Partnerships Coordinator and  
 Research Associate, ONResearch  
 Moderator

Ugo Ikpeazu is the Partnership Coordinator and a Research Associate at ONResearch where he supports the design and implementation of strategic initiatives. Ugo is Business and Advisory Lead at Ark Hudson providing integrated solutions and strategic advisory across key industry sectors. He is currently a resource mobilisation and private sector partnership consultant with Gavi, the Vaccine Alliance. He holds an MBA from the EU Business School in Geneva, an MSC in International Management from the University of Roehampton in London and is a Doctoral Candidate at the EU Business School in Geneva.

### Panel 3: Rethinking Continuity: From Project Financing to the Future of Work



**Geoffrey See**  
 Founder, Choson Exchange;  
 Council Member, Global  
 Future Council & Young Global  
 Leader, World Economic Forum

Geoffrey founded Choson Exchange which has trained 3000 North Koreans in entrepreneurship, economic policy and law over a decade. Over more than a decade, Geoffrey built the leading grassroots-led organization driving economic change in North Korea. His work exposed a generation of Koreans to international practices, and contributed to enterprise reform, Special Economic Zones establishment and legal reforms. His work was written up as a Harvard Business School case study which he teaches to Harvard MBA students.

Geoffrey is involved with the World Economic Forum as a Global Future Council member, Consortium on Digital Currency Governance member, and Digital ASEAN taskforce member (payments/data). He is a believer in scaling remote work and writes at Reconneq on this topic. During his work at Choson Exchange, Geoffrey had two near death experiences. Geoffrey graduated from Yale University and the Wharton School and was an exchange student at Tsinghua University.



**Paul Müller**  
**Head of HSSE**  
**(Health – Safety – Security – Environment), RUAG Space**

Paul Müller is the acting Head of HSSE (Health – Safety – Security – Environment) in RUAG Space. Paul has over 15 years of experience in industry and the private security sector in organizations across Europe and Switzerland, and holds a Swiss Safety Expert certification.

He currently oversees the HSSE activities for European and US markets within the segment space of RUAG. RUAG Space is the leading supplier of products for the space industry in Europe, and develops, manufactures and tests products for satellites and launch vehicles worldwide.

Paul's work is to ensure that organizations comply with health, safety, security and environmental requirements. He believes that HSSE is a valuable key component in the daily operations of any business.



**Peter Vanham**  
**Head of International Media Council and Chairman's Communications, World Economic Forum**

Peter Vanham writes on the world economy and its most inspiring leaders, and helps others do the same.

As Head of the International Media Council of the World Economic Forum, Peter brings together the editors-in-chief of the world's leading media (from the Wall Street Journal over Financial Times to Caixin) for discussions on the industry and conversations with world leaders, which have included UN Secretary General Antonio Guterres, EU Commission President Ursula von der Leyen, and Pakistan Prime Minister Imram Khan.

His previous experience includes reporting stories for Financial Times (English, UK) and Handelszeitung (German, Switzerland), and consulting for Bain & Company. Mr. Vanham speaks, writes or reads 6 languages and holds three master degrees: one in commercial engineering (KU Leuven), one in business & economics journalism (Columbia University), and one executive master in Global Leadership (World Economic Forum Global Leadership Institute).



**Suddha Chakravarti**  
**Head of Research, EU Business School**  
 Moderator

Suddha Chakravarti is Head of Research at EU Business School and the Editor-in-Chief of ON Research. A lawyer by training, he holds a Doctorate in International Relations. He has held several teaching, research and consulting positions in the last 12 years. At EU Business School, he lectures in International Relations and Law. His research interests include international development, political philosophy, and public policy.



**Luc Craen**  
**Managing Director & Vice-President, EU Business School**

Luc Craen is leading EU Business School Switzerland and Germany for several years taking over from his father Dirk Craen. A visionary young entrepreneur and researcher, Luc Craen has a strong commitment to delivering quality education in partnership with the local and international business communities.

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