



Successful EBBF Berlin Conference Attracts 70 Elated Participants from German-speaking Europe

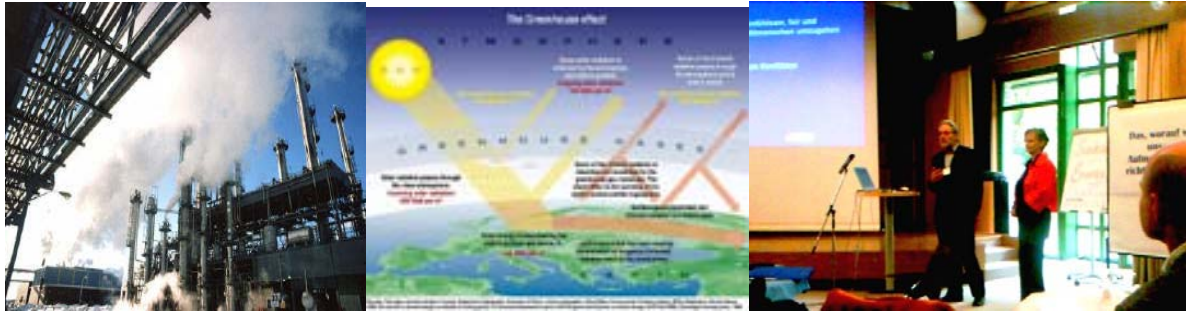
Berlin, October 28, 2007. Seventy business leaders, concerned citizens, consultants and students from Germany, Austria and Switzerland responded to the invitation to attend the first EBBF conference in Germany, on "**Führung in einer globalen Wirtschaft – Erfolgsfaktor Mensch(lichkeit)**" ("**Leadership in a Globalized Economy – Humane Values : Key to Success**"), held October 26-28, 2007 in the IG Metall Conference Centre at Pichelsee, in Berlin-Spandau.

A rich three-day program vividly addressing key issues in values-driven leadership, sustainability and responsible entrepreneurship; the superb conference facilities of a major German trade union, nestled in a tranquil fall-coloured park on the banks of enchanting Pichel Lake; entertaining and thought-provoking evening musical and theatrical productions; animated workshops; inter-generational exchanges with students and young educators and experienced business people; and, last but not least, unique networking opportunities facilitated by expert coach and communicator, EBBF member Sabine Bredemeyer – the so-called *Global Café* conversation tables; – all contributed to make this premiere a uniquely memorable and enriching experience.



Among the keynoters, the noted international environmental expert, Dr. Arthur Dahl (ex-UNEP) who spoke on *Ethical Challenges in a Globalizing World*; Peter Spiegel, spokesman for the Global Economic Network and the BWA-German Export Trade Federation (intelligently addressing the topic of *Turning Point to a Humane Global Economy* with encouraging case studies); Author and Trainer Kambiz Pootschi from Austria (captivating, on a *systemic approach to management, leadership and team dynamics*); Angela Lawaltdt, the talented young CEO of the Ashoka network in Frankfurt/M. Germany, on *social entrepreneurship*; Trainer/Outplacement Consultant Heinz Goeltenboth with Self-Improvement Trainer Ruth Valaer on *facilitating the employability of the +50 unemployed* – a Swiss local government-supported program of their Human Encouragement Institute in Schaffhausen; and international PR & Media Expert Dr. Stephan Pernau on *practical case studies in corporate in-house communications*, attracted special attention from elated conference attendees.



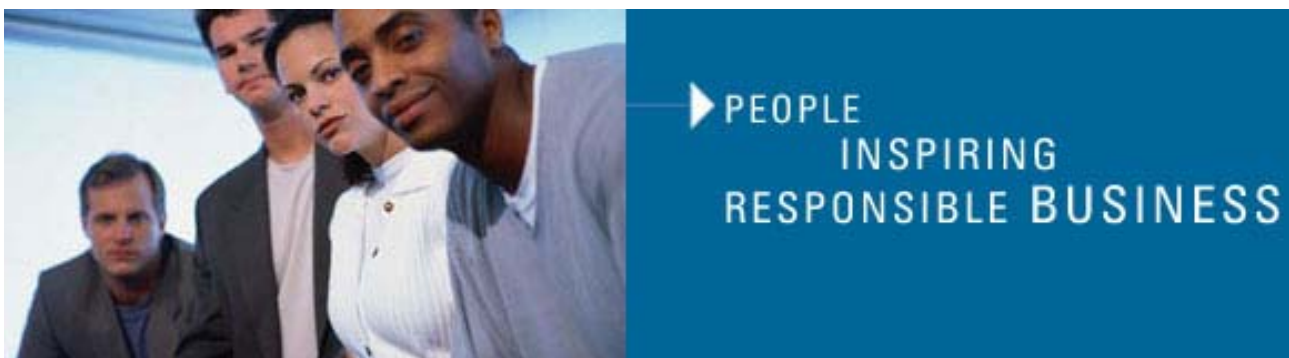


Workshops on systemic thinking, values-based leadership, CSR, workers' employability issues and motivation, consultation and communications, and EBBF activities in German-speaking Europe in cooperation with peer institutions as the AIESEC student organisation enabled participants to actively offer their views to social, sustainability, accountability, work and life ethics, as well as collective intelligence and team dynamics issues. Two AIESEC students of the Lueneburg Leuphana University described innovative climate change and sustainability corporate and economic approaches based on the *Global Marshall Plan Initiative*.

The conference attendees appeared to acknowledge the preponderant role played by Germany in Europe and in a globalizing economy, given the fact that the conference auspiciously took place in the capital of a major European nation which increasingly assumes a resolute leader's role on the international scene. No wonder that many of them spontaneously pledged their support to more visible EBBF activities in German-speaking Europe, be it in Berlin through a round of forthcoming *Berlin inspirational debates, exchanges and lectures*, partnerships with peers, such as AIESEC, the Global Marshall Plan Initiative, and the Global Economic Network, and regional activities aimed at diffusing EBBF inspirational values among business associates, investors, entrepreneurs and students. A reporter of Berlin's principal broadcasting radio and TV station, rbb, who initially had reserved two hours of her busy schedule for a visit to the conference, actually stayed on for the entire duration to interview several speakers and participants, and familiarize herself with the topical ethical business programme proposed by EBBF.

Even though the 20-page colourfully illustrated, inspirational and informative conference programme brochure lists eleven German EBBF members who committed themselves actively for the preparations of the Berlin 2007 conference, much of the credit for this successful German premiere is owed to a former European Volvo construction vehicle company's director, EBBF member Uwe Tams, who recently retired in Lueneburg and now capably represents EBBF in Germany. With the kind of dedication, savvy and expertise displayed by the Berlin EBBF conference facilitators and presenters, such an inspirational German EBBF event may well recur annually. It augurs well for a modest, albeit more visible and sustainable corporate virtuous EBBF impact in German-speaking Europe.

Additional information, conference attendees' comments and feedback, quality photographs :
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