

**Diversity and Creativity – Our Chance in the Crisis**  
*Converting the Hamburg Business & Economic Summit into Sustainable Growth*  
*7<sup>th</sup> Evenings, 8<sup>th</sup> and 9<sup>th</sup> of October 2009*  
**Under the Grand Patronage of Ole von Beust, Prime Minister, Hamburg**  
**including a Reception and Lecture by Prof. Klaus Töpfer, in the City Hall**  
by the Senate of the City of Hamburg  
by Paul Dolan, Chairman, Economic Forum Deutschland e.V.

**12.August'09**, Barack Obama's crisis management team reported that the most recent U.S. employment statistics indicate that the number of jobs is growing for the first time in two years. Bank profits are surprisingly high. Other vital statistics related to housing, wholesale and retail sales have stabilized and in some regions are in a growth mode. The "Cash for Clunkers" \$ 2 bln. government discount program for new, environmental-friendly autos, which was designed to improve sales in the auto industry, was over-subscribed within only four days! An extension was quickly approved last week. The economic crisis has bottomed out but global warming is an ever-increasing threat. Challenges and growth opportunities for "clean technology" companies and investors will be widely discussed at the Summit.

Some things have changed; some have died. With the end of the crisis we are on the verge of something new, which has not yet begun. Decision makers find themselves without reliable precedents. Old paradigms are broken and have not been replaced. Creativity is often born in chaos. Improvising, spontaneity and creativity are developing unique (more competitive) processes. Accelerated communication and the rapid exchange of ideas among experts makes it essential for decision makers to continuously build their networks and stay in touch with trends and advances.

We are on the threshold of breakthroughs in all fields. Caution is encouraged when, what might seem bizarre and unworkable, is advanced as a new solution. Often, successful ventures have been discounted as "absurd," when they first emerged from a think tank session. To quote Einstein: "If at first, a new idea is not absurd, then there is no hope for it."

**Diversity as the Mother of Creativity**

Under the aegis of the Prime Minister of the Free and Hansa City State of Hamburg, Mr. Ole von Beust, a five-star international Business & Economic Summit will feature the diverging views of a wide range of experts dealing with all the factors for economic and ecological business growth. Crowning the conclusion of the Summit is the Friday evening Senate Reception at the magnificent gothic Hamburg City Hall with Klaus Töpfer.

The unique concept of **the Summit is based on holistic economics** and offers keynote speakers and panel discussions in five interdependent areas of growth: Capital, Entrepreneurship, Education and R&D, Freedom & Economic Policy, and Leadership, Ethics and Corporate Responsibility.

The focus is on building a stronger base for business in Germany and especially for the new clean technology enterprise (from building trades and transportation to production and service companies) as well as for renewable energy providers, systems developers and manufactures.

Leading off the Hamburg Summit are three Harvard luminaries (here alphabetically):

**Prof. Dr. Peer Ederer**, HBS Baker Scholar, Universities Rotterdam and Zeppelin, Co-Author of several best sellers and most recently, “Geschäftsplan Deutschland” ( the “G-Plan” was selected by Handelsblatt as one of the ten best business books in 2008). He is a member of the Lisbon Council and Chairs the European Council on Human Capital.

Peer and his “G-Plan” co-author **Stephan Willms** will open the Summit on the evening of the 7<sup>th</sup> of October with a workshop on achieving 3.3% growth over the next 25 years. He will also moderate a Panel on Leadership with viewpoints as varied as from Bill George, **Klaus Töpfer, Bundesminister a.D.**, UNO Director Environment, and **Kurt Bendlin**, thoughtful, ex-world record holder in decathlon to name but three of the panelists.

**Prof. Bill George**, HBS Chair, Leadership and Leadership Development and former Chairman and CEO of Medtronic, which, under his leadership, grew from \$1.1 to \$60 billion, averaging 35% per years in seven years. Bill serves on the boards of several leading organisations including Goldman Sachs, ExxonMobil, World Economic Forum, USA, and the Carnegie Endowment for International Peace.

Prof. George will introduce his insight into authentic Leadership and “**7 Lessons for Leading in Crisis.**”

**Peter Goldmark**, Chief International Negotiator, Environmental Defense Fund, New York City; formerly, Chair of Harvard University’s Finance Committee, also President, Rockefeller Foundation and former CEO of the International Herald Tribune. Peter also lectures at Harvard’s Kennedy School of Government and is recognized as one of the foremost authorities, among others, in the successful workings of government, business and ecology.

Peter will report on what is involved in moving world leaders toward low-carbon, high efficiency, economic growth...as well as individual opportunity. In his panel discussion he will be supported by experts from the Öko-Institut, Vodokanal of St. Petersburg, DHL Excel Supply and Initiator of the “**Good Company Report**” with the Manager Magazine, **Klaus Rainer Kirchhoff**.

**Dr. Thomas Rueschen**, one of the **Deutsche Bank**’s seven global heads, responsible for Asset Finance, Leasing and closely involved in the finance of **renewable energy projects** and **the clean technology enterprise**, has assembled a panel of experts to discuss emerging new services in the financial services community for mid-sized and environmentally-friendly companies. Institutions represented will include the **Commerzbank**, **DEG** ( KfW-Gruppe), **Lloyds Fonds AG**, **Deutsche Bank AG**, and **Solar Millennium AG**.

Dr. Rueschen will kick off the session with his talk, “ Klimawandel – ein Megatrend benötigt innovative Lösungen und Finanzierungen.” (Climate Change – a mega trend requiring innovative solutions and financing) The high priest of Investor Relations/Corporate Communications, **Klaus Rainer Kirchhoff**, will open this section of the Summit.

Under the moderation of **Prof. Dr-Ing Rolf Katzenbach**, Speaker for the Energy Center, TU-Darmstadt, who will address the ultimate energy mix of the future, a panel of experts will review “elevator pitches” from a selected group of entrepreneurs seeking capital for active companies, offering attractive business models, in the environmental field. The future “SAP” of the clean tech world may well be among the pitchers.

Prof. Katzenbach will also deal with ethical questions related to energy, world peace and the environment during the panel discussion on **Ethics** under the moderation of **Prof. Dr. Franz-Theo Gottwald**, Vorstand, Schweisfurth Foundation, Munich.

### **Growth Factor, “ Freedom and Economic Policy “**

Not to be forgotten in the colourful array of speakers and topics, for a growing economy, are government policy makers. Freedom is necessary to build a free-market economy and for European companies to compete successfully for international markets.

Not since Kurt Schmücker, Bundesminister for Economics and later for Finance, from 1963 to 1970, has the German small and medium sized business had a spokesperson in the Bundeskabinett. Schmücker founded the Mittelstandsvereinigung and was its chairman until 1970. With Ludwig Erhard, he was one of the fathers of the “Wirtschaftswunder.” For over 40 years the small and medium sized company has not been directly represented in the Bundeskabinett, as Kurt Schmücker did it, in spite of the fact that it is the mainstay of the German economy and employs 30 out of the 43 million persons working in Germany. Innovation, growth and international competitiveness are all footed in this section of the economy, i.e. small and mid-sized companies, “ der Mittelstand.“

The board of the Economic Forum Deutschland has initiated a debate on institutionalizing a “Mittelstandsministerium” in the Bundeskabinett. Promoting the interests of the small business person employing up to say, 2500 persons, with tax incentives, reduced beauraucracy and protection from over-regulation from the EU might be part of the mission of the new ministry.

### **Join us in a lively discussion of the *pros* and *cons* of a Mittelstandsministerium im Bundeskabinett.**

For many more details about the Summit and more link into:

[www.economic-forum-deutschland.de](http://www.economic-forum-deutschland.de)

where you can also register online in English or German. A list of supporting organizations and media partners can be provided on request.

Support the Summit and support growth. Meet and discuss with some of the world’s leading thinkers and doers! Request the 12 page Preview Brochure with details of all the events and for **registration for your personal invitation** to the **Hamburg Senate Reception**. Or sign up for the VIP-introduction service. You will be introduced to speakers and guests of your choice from sports, politics, business and the sciences.

To secure your ticket, online registration is strongly urged, **immediately**. The modest charge of 1.500 Euro is only made possible through the active support of our membership and generous partnering sponsors.

**In the words of Herr Dr. Klemm, Geschäftsführer, Wirtschaft, Handelskammer Hamburg, ,, Es ist wie ein kleines Davos in Hamburg!“**