

Join us

at the 10<sup>th</sup> Annual BMDA Conference

# “Winning Strategies in Challenging Times”

May 10 – 11, 2012 in Gdansk, Poland

and reveal the secrets of success with the outstanding keynote speakers!



**Prof. Jamie Anderson** - academic and consultant, an award winning author and case writer, who has been named as a "management guru" by the Financial Times (2011), and as one of the world's top 25 management thinkers by the journal Business Strategy Review. [Press here and find the example of one of prof. Jamie Anderson speeches!](#)



**Prof. Andrzej K. Kozminski** – the pioneer of management education in the Central and Eastern Europe and the founder of one of the first private universities in this region - Kozminski University.



**Prof. Piotr Ploszajski** – currently professor and head of the Department of Management Theory at the Warsaw School of Economics, a President of The Polish-Japanese Center of Management and New Management Solutions, his privately owned consulting company.

## CONFERENCE CHAIRMAN



**Mr. Pavlo Sheremeta** -The Chairman and Group CEO, Eastern Europe and Central Asia Blue Ocean Strategy Regional Institute.

THE CONFERENCE PARTICIPANTS WILL VISIT THE WINNING COMPANIES IN POLAND:



Participate and learn delivered business lessons that you will be eager to apply!

### Conference sponsors:

### Conference partners:

### Media patronage:

### Conference honorary patronage:



MR. GÖRAN COLLERT (Sweden)



## Tentative Program of the 10th Annual BMDA Conference

### “Winning Strategies in Challenging Times”

**THURSDAY, MAY 10, 2012**



#### RESEARCH PART OF THE CONFERENCE

09:00 – 09:15	Research Conference Opening
09:15 – 10:45	Research paper presentations in the following tracks: <ul style="list-style-type: none"> <li>• Successful Leadership in Turbulent Times</li> <li>• Finance Management and Risk Taking</li> <li>• Human Resource Management</li> <li>• Strategic Management in Uncertain/Changing Environment</li> <li>• Entrepreneurship and Enterprise on Global Market</li> <li>• Cooperation of Business and Academia in Challenging Times</li> <li>• Managing Innovations</li> </ul>
10:45 – 11:00	Coffee break & Networking
11:00 – 13:00	Research Papers presentations (continuation)
13:00 – 14:00	Lunch for Participants of Research session

#### MAIN PART OF THE CONFERENCE

14:00 – 14:20	<p>Welcome to the 10<sup>th</sup> Annual BMDA Conference</p> <p>Dr. Virginijus Kundrotas, President of BMDA, Lithuania</p> <p>Prof. Henryk Krawczyk, Rector of Gdansk University of Technology, Poland</p> <p>Prof. Wojciech Rybowski, President of Gdansk Foundation for Management Development, Poland</p>
14:20 – 14:25	<p>Introduction of the Conference Chairman</p> <p>Mr. Pavlo Sheremeta, the Chairman and Group CEO, Eastern Europe and Central Asia Blue Ocean Strategy Regional Institute</p>
14:25 – 15:15	<p>“How the World is Changing”</p> <p>Prof. Piotr Ploszajski, Warsaw School of Economics (SGH), Poland</p>
15:15 – 15:45	Coffee Break and Networking
15:45 – 16:25	“How to Manage the Paradigm Shift at Corporations”
16:25 – 17:05	<p>“Is the Next Revolution in Management Education Coming Soon?”</p> <p>Prof. Andrzej Kozminski, President of L. Kozminski University, Poland</p>
17:05 – 17:35	Coffee Break and Networking
17:35 – 18:20	Round Table Discussion “The Role of Leadership”
18:30	<p>Welcome Reception in Villa Uphagena</p> <p>Welcoming speech by Prof. Piotr Dominiak, Dean of Faculty of Management and Economics, Poland</p>

**FRIDAY, MAY 11TH, 2012**



09:00 – 09:10

Introduction to the program of the day by the Conference Chairman

09:10 – 09:20

Boarding to the Buses

09:20 – 12:00

Company visits: choose one of your preferred companies to visit and have discussion on their “Winning Strategy”:



**INTEL** (NASDAQ: INTC) is a World leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. **INTEL** – more information about the company:

<http://www.intel.com/content/www/us/en/homepage.html>

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**The LOTOS Group** is a major producer and supplier of unleaded petrol, diesel oil and aviation fuel. The company is also Poland's leading producer and supplier of engine oils, modified bitumens and paraffins. Group operate a nationwide chain of petrol Stations under the LOTOS brand. **The LOTOS Group** – more information about the company:

[http://www.lotos.pl/en/korporacyjny/korzystanie\\_z\\_identyfikacji\\_marki](http://www.lotos.pl/en/korporacyjny/korzystanie_z_identyfikacji_marki)



**MERITUM BANK** is a fast growing consumer finance bank in the Polish market. It specializes in consumer finance and micro-SME loans. **MERITUM BANK** – more information about the company:

<http://www.ebrd.com/english/pages/project/psd/2010/40198.shtml>



**DCT Gdańsk SA**

**DCT Gdansk**, Poland's newest and most modern container and Ro-Ro terminal facility, was officially opened on 1st October 2007. DCT is the fastest growing terminal in Poland, after capturing over 25% of the Polish maritime container traffic becoming the second largest terminal in Poland. **DCT Gdansk** – more information about the company: <http://www.dctgdansk.com>

12:00 – 12:30

Coffee break & Networking

12:30 – 13:10

Discussing and sharing outcomes from the Company visits

13:10 – 14:10

Panel discussion lead by **Mr. Mariusz C. Grendowicz**, Poland

(winning strategies + what we can do together)

**Mr. Mariusz C. Grendowicz**, BRE Bank, Poland

**Mr. Ivo Matser**, CEO of TSM Business School, The Netherlands

**Mr. Boris Wenzel**, CEO of DCT Gdansk, Poland

**Dr. Kakha Shengelia**, President of Caucasus University, Georgia

**Mr. Morten Christensen**, Statoil, Norway (TBC)



14:10 – 14:40

Coffee Break & Networking

14:40 – 15:30

**BMDA - 10 years of activities**

**Dr. Virginijus Kundrotas**, President of BMDA, Lithuania

15:30 – 16:15

**Keynote speech “ The Fine Art of Success”**

**Prof. Jamie Anderson** , Professor at Antwerp Management School, Belgium and The Lorange Institute of Business, Switzerland

16:15 – 16:20

Presentation on the next year's venue

16:20 – 16:45

Final remarks by the Chairman of the conference and Closing the Conference

19:30

**GALA DINNER**



**Baltic Management Development Association (BMDA)** was established at the end of 2002. From the very beginning the Association started to induce the quality of management development in the Baltic region and beyond through promoting research, offering educational services and networking opportunities for management development institutions and business enterprises. BMDA currently unites more than 60 members from 21 countries – Austria, Belgium, Croatia, Denmark, Estonia, Finland, Georgia, Italy, Latvia, Lithuania, Netherlands, Norway, Poland, Russia, Slovenia, Sweden, United Kingdom, Ukraine, Republic of Kazakhstan, Malaysia, and USA. **Bridging East and West** – became the main motto of (BMDA). By establishing a virtual bridge between East and West Management schools, especially taking into account enriching nature of collaboration of different scientific cultures, BMDA provides a unique opportunity for its members to share the experience of transformation, rapid growth and managing organizations for stabilization, that is the main feature of the New EU Member states including Baltic Countries economy and management challenges. The focus on Baltic region management development is also well kept. [www.bmda.net](http://www.bmda.net)



**Faculty of Management and Economics (Gdansk University of Technology)** - is one of the best management faculties in Poland at technical universities, located in the beautiful Polish city – Gdańsk. Since its founding, the FME has been establishing international relations with business schools and universities from all around the world and now it is highly internationalized. The Faculty is offering an elite MBA programs, as well as doctoral studies in economic sciences. We provide education in Management, in European studies and Econometrics & IT. Today we cooperate with a large, every year growing number of international partners within the ERASMUS exchange program. Also we run an exclusive Bachelor in Management studies for Chinese students. As an excellent academic and research institution, the Faculty has been granted the first category in Poland's scientific classification, which is admitted exclusively for the very high quality institutions, running a number of international scientific grants and proceeding many, widely recognized publication. We are proud of being a member of Baltic Management Development Association (BMDA), European Foundation for Management Development (EFMD) and Eduniversal. In recent years the Faculty has hosted many honorable guests like: professor Oliver E. Williamson – Nobel Prize winner in economics in 2009, Lech Walesa – former president of Poland, Stephen Robinson from NASA, and others. It is a place on many international scientific conferences, which are annually organized by the staff of the faculty.



**Gdansk Foundation for Management Development (GFMD)** - The mission of Gdansk Foundation for Management Development is to support companies and organisations in improving their business performance by providing high quality executive education, management training and consultancy. GFKM was established in 1990 and is now the leading management development company in Poland. It delivers Executive MBA, Postgraduate and Professional Programmes, a wide range of tailored courses as well as consulting, counseling and coaching services. It trains 5000 managers and delivers 2500 training days annually. Courses are delivered also in the Netherlands, Belgium, Sweden, Denmark, Switzerland, Czech Republic, Portugal, Lithuania, Latvia, Russia and Estonia. GFKM has strong working relations with international and Polish academic partners, such as RSM Erasmus University, IAE Aix-en-Provence, University of Strathclyde Business School, Ashridge Business School, Leon Kozminski Academy. GFKM is a member of EFMD, CEEMAN, BMDA, PRME, SEM FORUM as well as of European and Polish business associations. GFKM holds CEEMAN IQA accreditation, is listed among 700 best business schools in the world by EDUNIVERSAL as "Excellent Business School – Nationally Strong with Continental Links", MBA programme is ranked in the "Champions Class" by SEM FORUM.

#### ADDITIONAL INFORMATION

**WORKING LANGUAGE:** Conference is held in English language (no translation)

**REGISTRATION:** Please visit BMDA IT Portal [www.bmda.net](http://www.bmda.net) to register. Return the filled in Registration form to Mrs. Goda Nevidauskienė, BMDA Coordinator, by Fax: +370 37 205676 or E-mail: [goda@bmda.net](mailto:goda@bmda.net)

#### REGISTRATION FEES

##### **EARLY BIRD FEE**

**Until 18 02 2012**

390 EUR for BMDA members

490EUR for Non-BMDA members

##### **NORMAL FEE**

**Until 18 04 2012**

490EUR for BMDA members

590EUR for Non-BMDA members

##### **LATE FEE**

**After 18 04 2012**

590EUR for BMDA members

690EUR for Non-BMDA members

CONFERENCE WEBPAGE:

[www.bmda.net](http://www.bmda.net)