

Press Announcement – Personalized Invitation to selected members of the press

March 2 at 6pm: Joseph Deiss talks about World Governance at Business School Lausanne

Lausanne, Switzerland – **23 February 2011** – Business School Lausanne (BSL) announces a conference by Joseph Deiss, current President of the Assembly General of the United Nations (U.N.) at BSL to talk to students and alumni of BSL about his perspective of “Who Runs the World”. This guest lecture is a private by-invitation-only event.

Who runs the world?

Challenges and Opportunities of World Governance in the Coming Decade

A perspective vision proposed by Joseph Deiss

Current President of the General Assembly of the United Nations (U.N.) in New York

Recipient of a Doctorate Honoris Causa from Business School Lausanne

Former President of the Swiss Confederation

In this unique event in Switzerland, Dr. Joseph Deiss will share his visionary perspective on the Challenges and Opportunities of World Governance in the Coming Decade based on his experience at the United Nations as President of the Assembly General. His presentation will be followed by a video contribution of the perspective of Mr. Ian Johnson, Secretary General of the Club of Rome. Mr. Philippe Du Pasquier, President of BSL, will moderate the debate.

March 2nd, 2011, at Business School Lausanne, Route de la Maladière 21, 1022 Chavannes

17.45 – 18.00	Arrival of guests, alumni and students
18.15 – 18.20	Opening introduction by Dr. Katrin Muff, Dean of BSL Welcome by Mr. Jean-Pierre Du Pasquier, CEO, Lemania Group of Swiss Schools
18.20 – 18.40	Lecture by Dr. Joseph Deiss: Who Runs the World?
18.40 – 18.45	Perspective by Mr. Ian Johnson, Secretary General of the Club of Rome (video)
18.45 – 19.10	Debate and Q&A, moderated by Mr. Philippe Du Pasquier, President of BSL
19.10 – 19.15	Closing comments by Dr. Katrin Muff
19.15	Apéro

We are pleased to open this event to selected members of the local press. This conference is a unique opportunity to meet Joseph Deiss in the privileged setting of a limited number of invited guests, alumni, faculty and students. **As the number of seats are limited, please RVSP before March 1st.** Please present your press credentials at the entrance.

About Business School Lausanne

Business School Lausanne is a leading innovator in business education and ranks 3rd in Switzerland (QS 2010-11 Top 200 Global Business Schools). The school's ACBSP accredited degree programs include BBA and Specialized Masters, full-time modular MBA, Executive MBA and DBA programs. BSL takes a pragmatic approach to learning by applying theory to practice and is backed by a multidisciplinary faculty of business professionals. BSL attracts students from around the world, creating a multicultural environment of more than 40 nationalities. BSL is a member of the Lemania Group of Private Swiss Schools. Established in 1987, BSL is a co-founder of the World Business School Council of Sustainable Business (www.wbscsb.com).

For further information, contact:

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