



**Business School Lausanne**

BBA, MBA, EXECUTIVE MBA, DBA

## Media Alert

### **CEO Mikkel Vestergaard Frandsen to Speak at Business School Lausanne about Sustainable Investing**

**Who:** Mikkel Vestergaard Frandsen, CEO of Vestergaard Frandsen—a leading company (headquartered in Switzerland) of disease control textiles.

**What:** Winner of *The Economist's 2009 Innovation Award for Social and Economic Innovation*, Mr. Vestergaard Frandsen will be speaking at BSL on the importance of using finance for strategic purposes.

**When:** Friday, 27 November at 16:30

**Where:** Business School Lausanne, Av. Dapples 38, 1006 Lausanne

**Why:** Vestergaard Frandsen has aligned its business model with social responsibility. The company reinvests profits into innovative technologies that save lives and limit the spread of infectious diseases. His motivating and sustainable success story will provide inspiration and direction for BSL's MBA participants in their modular course Finance for Entrepreneurs.

#### **About Vestergaard Frandsen**

Vestergaard Frandsen is a European-based international company specializing in complex emergency response and disease control products. It is guided by a unique Humanitarian Entrepreneurship business model, whose "profit for a purpose" approach has turned humanitarian responsibility into its core business. Recently the company generated worldwide attention for the campaign CarePack™ which provided malaria, diarrheal disease and HIV intervention and aid programs to Western Kenya.

#### **About BSL**

Business School Lausanne is a leading innovator in higher business education for entrepreneurs. The school's ACBSP accredited degree programs include BBA, pre-MBA, Full-time and Flex MBA, Executive MBA and DBA. BSL also provides MBA level Management Training Seminars for qualified working professionals. BSL takes a pragmatic approach to learning by applying theory to practice, and is backed by an international faculty of seasoned business practitioners. BSL attracts students from around the world, creating a multicultural environment of more than 30 nationalities. BSL was founded in 1987 and is a member of the Lemania Group of Swiss Private Schools.

#### **For further information, contact:**

Matthew Mortellaro, BSL Communications, +41 21 619 0608