



NEBF2015

NEW EUROPE BUSINESS FORUM



Challenge the Status Quo

Zagreb, May 22, 2015.

Organized by
ZAGREB SCHOOL OF
ECONOMICS AND
MANAGEMENT
www.zsem.hr

ABOUT THE CONFERENCE



New Europe
Business
Forum
ORGANIZED BY ZSEM
nebf.eu

Dear friends,

The **New Europe Business Forum (NEBF)** is an interdisciplinary event, organized by the Zagreb School of Economics and Management, which aims to gather leaders from various fields (business, politics, sports, arts, science) once a year in Croatia to discuss and debate on various topics ranging from entrepreneurship, leadership and scientific innovation to macro-economic trends and geo-political events.

The mission of the New Europe Business Forum is to help participants lead more effectively and meet the challenges of today's global business environment by exposing them to innovative thinking from various fields.

In addition to providing a platform aimed at generating, conceptualizing and promoting innovative ideas, the New Europe Business Forum will also be an inspirational and transformational learning experience for its participants.

One of the most unique aspects of the NEBF will be its audience. We aim to gather a mix of movers and shakers from around the world, ranging from business executives and scientists to pop artists and students who are each shaping their respective business, intellectual, and cultural landscapes.

The Zagreb School of Economics and Management will organize an international student competition in order to select a group of exceptional students from around the world who will be awarded an invitation for the Forum.

By enabling these students to attend this high profile event and interact with today's leaders, we hope to inspire them to become catalysts of positive change in their respective environments.

We are confident that, regardless of your background, you will find something interesting at this event.

We look forward to seeing you in Zagreb in May.

Dr. Mato Njavro



DIDIER SORNETTE

*Professor, Chair of
Entrepreneurial Risks, ETH Zurich*

● Finance

ABOUT THE SPEAKER

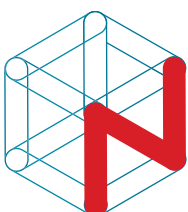
Didier Sornette is the author of 500+ research papers and seven books. To research his fields of interest, Didier Sornette uses rigorous data-driven mathematical statistical analysis combined with nonlinear multi-variable dynamical models including positive and negative feedbacks. When “tired” by one subject, he finds refreshment and rejuvenation in shifting to another scientific challenge. He is also adept of a healthy life, as explained in his “performance article” entitled “Optimization of brain and life performance: Striving for playing at the top for the long run”. He actively practices the seven principles outlined in this performance article, sleeps well, drinks a lot of water, loves intensely, practices sports at a high level (winter ski, snowboarding, water monoski, wakeboard), eats a special diet, and promotes a psychology of “play” in all of his activities internationally and to his research team at ETH Zurich.

CAREER HIGHLIGHTS

- In 2000, he won the Research McDonnell Award and the Science et Défense French National Award
- In 2002, he won the Risques-Les Echos prize for his work with predicting crises.
- In 2008, he launched the Financial Crisis Observatory to test the hypothesis that financial bubbles can be diagnosed in real-time and that their termination can be predicted probabilistically
- Author of a book titled ‘Why Stock Markets Crash: Critical Events in Complex Financial Systems
- Member of the Swiss Finance Institute
- Professor on the Chair of Entrepreneurial Risks, Department of Management, ETH Zurich
- “Didier Sornette has immersed his life in risk.” — Wall Street Journal
- His **TED** talk was viewed by more than 1 million people

PRESENTATION TOPICS

- His cutting-edge research on the predictability of financial crises
- Is it possible to anticipate big changes or predict crises in complex systems?
- Identification of unstable market bubbles and prediction when they’ll pop
- The role of exponential technology in transforming the way of life, business and education



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EINARS REPŠE

*Former Latvian Prime Minister,
Minister of Finance and Head of
Central Bank*

- Leadership
- Finance

ABOUT THE SPEAKER

former head of the Latvian central bank, the former Prime Minister and former Minister of Finance.

Einars Repše served as Minister of Finance (2009–2010) during the toughest period of the global financial crisis. He was also the first Latvian to be elected to the Board of the European Central Bank (2015–2019).



JAN MÜHLFEIT

- Innovation
- Leadership

*Former Chairman
MICROSOFT EUROPE,
Senior Strategic Adviser
for Atlantic Bridge*

ABOUT THE SPEAKER

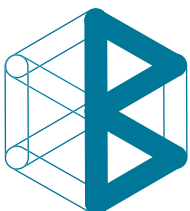
A global strategic leader and thinker, who believes that technology will help unlock human potential around the world. According to Gallup Strengths Finder, his most important strengths are vision, strategy and communication. Jan was responsible for representing the Microsoft Corporation and engaging with large corporations, governments and key partners both across Europe and on a global level. This ICT industry veteran spent almost 19 years in Microsoft. He is also a board member of the Czech National Museum and member of the IBLF Leaders Council and a well regarded speaker at WEF, OECD, EC, EP, Harvard, INSEAD, Economist events. Jan is a popular coach and mentor of start-ups at SeedCamp, EBAN, EVCA forums.

CAREER HIGHLIGHTS

- Graduated from Czech Technical University
- Completed executive development programs at Wharton, LSE and Harvard
- In 1994, he received the MS President's Award for Excellence
- In 2000, he was named RD of MS CEE in 2000 and promoted to VP EMEA in 2002

PRESENTATION TOPICS

- Unlocking your potential
- The role of exponential technology in transforming the way of life, business and education



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ROBERT SWAN

OBE, polar explorer and environmental leader

● Leadership

ABOUT THE SPEAKER

Robert Swan, OBE is one of the world's preeminent polar explorers and environmental leaders. By age 33, Robert Swan, OBE became the first person to walk to both the North and South Poles, earning his place in history alongside the great explorers and adventurers. His 900 mile journey to the South Pole, 'In the Footsteps of Scott', stands as the longest unassisted walk ever made on earth.

His unique insights and life experiences inspire and educate business leaders and young people around the world, and he clearly translates his icy experiences at the Poles to delicate maneuvers in the boardroom.

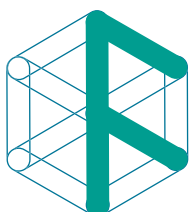
Swan's real-life discussion of leadership, trust and working together never ceases to thrill, uplift and stimulate crowds, drawing standing ovations throughout the globe.

CAREER HIGHLIGHTS

- UN Goodwill Ambassador for Youth
- Icewalk, The International North Pole Expedition
- In 1992, he completed the 900-mile journey 'In The Footsteps of Scott'
- In 1994, he became Special Envoy to the Director General of UNESCO.
- In 1995, he was awarded the Order of British Empire (OBE)
- In 2003 and 2004, Robert and his company, 2041, delivered the first ever corporate Antarctic Expeditions on teamwork and leadership
- In 2008 made Antarctic history again by living solely on renewable energy at the E-Base for over two weeks
- Delivered a popular **TED** talk on the topic of global warming and Antarctica

PRESENTATION TOPICS

- Leadership on the edge
- Understanding the enormity of a 50-year mission, and creating operational and business strategies to sustain such an undertaking
- Teambuilding



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RYAN LESLIE

Rapper, producer &
entrepreneur

- Entrepreneurship
- Innovation

ABOUT THE SPEAKER

Ryan Leslie, Cofounder & CEO of Disruptive Multimedia, is a Grammy nominated recording artist, multi-platinum producer, and avid technologist. In addition to logging studio time with Madonna, Jay-Z, Kanye West and Beyonce, he launched the first internet pop star Cassie, who sold over 650K albums fueled by an aggressive pre-Twitter social media campaign on MySpace. Ryan is the architect and ultimate case study for Disruptive Multimedia (DMM)'s simple CRM for creators. Bravely opting to remove his latest album from iTunes, he used an inbound SMS campaign powered by DMM to earn over \$475K in D2C revenue from just 14K fans, a 4x multiple of royalties received on his major label debut which sold 180K copies. He holds a BA in Government from Harvard.

CAREER HIGHLIGHTS

- 2013 - Black Ivy Alumni League – Pinnacle of Success Award
- 2011 - Grammy "Best Contemporary R&B Album" Nominee
- 2010 - Soul Train Music Award "Best New Artist" Nominee
- 2010 - Harvard AMBLE Vanguard Award
- 2009 - BET "Best Male R&B Artist" Nominee
- 2009 - BET "Best New Artist" Nominee

PRESENTATION TOPICS

- From Harvard to the Billboard Charts
- Why artists with major deals are losing money by not focusing on the business
- New business model revolutionizing the music industry



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SINIŠA KRAJNOVI

● Innovation

*Vice President and Head of
Development Unit Radio at
Ericsson AB*

ABOUT THE SPEAKER

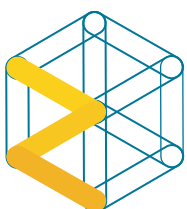
Dr. Siniša Krajnović is a senior executive in Ericsson with more than 10 years of international management experience. Since 2011 he has been living in Stockholm, Sweden. He works in Ericsson as Vice President and Head of Development Unit Radio, leading a global development organization consisting of 10+ R&D centers and 12,000+ engineers. He is a Professor at the Zagreb School of Economics and Management, and Program Director of their General MBA Program. Siniša has extensive multicultural experience and understanding gained through living and working in Croatia, UK, Ireland, Japan, Hungary and Sweden.

CAREER HIGHLIGHTS

- PhD degree from the Faculty of Electrical Engineering and Computing, University of Zagreb, Croatia
- Executive education at Columbia University (US), IMD (CH), Cranfield University (UK), ISB (IN)
- In 2007, Vice President Ericsson Japan and Head of Consulting and Systems Integration
- In 2010, Vice President Ericsson Hungary and Head of Research and Development Center
- In 2011, Vice President and Head of Development Unit Core Networks, Stockholm
- In 2014, Vice President and Head of Development Unit Radio, Stockholm

PRESENTATION TOPICS

- Ericsson Vision 2020: Networked Society & 50 Billion Connected Devices
- Networks must be transformed to become smart, scalable and give superior performance: The success of the Networked Society will rest on our ability to bring together broadband, mobility, and cloud computing



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MATO NJAVA

*Board Member at
Platinum Invest,
ZSEM Professor*

ABOUT THE CURATOR

Dr. Mato Njavro is a board member at the company Platinum Invest and a professor at the Zagreb School of Economics and Management. He is also a research associate and visiting lecturer at the University of St. Gallen, in Switzerland. Mato's research interests include corporate finance, capital markets and hedge funds. He has extensively travelled throughout Asia, including China, India, Malaysia, Indonesia, Vietnam and Singapore where he worked on various projects. Prior to obtaining his PhD in economics and finance at the University of St. Gallen in 2012, Mato worked for the Lehman Brothers and Nomura investment banking divisions in London. Mato completed his bachelor's degree in international economics and management at the University Bocconi in Milan, Italy. He received his masters degree in corporate finance the SDA Bocconi. Mato's global experience is accompanied by language proficiency in Croatian, English, German, Italian and French.

CAREER HIGHLIGHTS

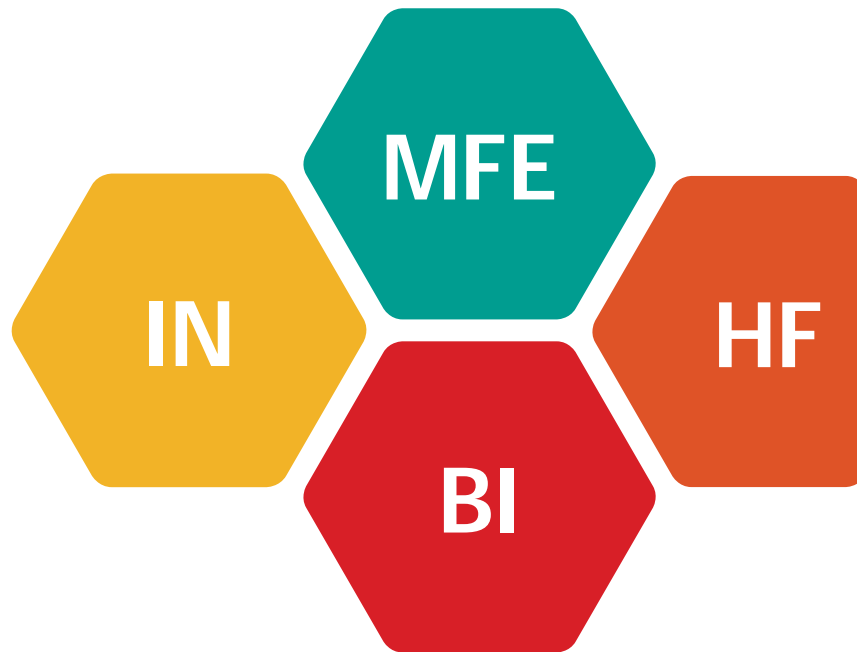
- International education at Bocconi University, University of St. Gallen, Harvard University, Wharton Business School, London Business School
- PhD in International Business, University of St.Gallen, Switzerland
- In 2009, Research Assistant at Asia Research Centre, Universität St. Gallen
- Board member at Platinum Invest
- Professor of Finance and Strategic Management at Zagreb School of Economics and Management
- Associate Dean for International Relations at the Zagreb School of Economics and Management



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WHY ATTEND?



iNnovate

This one-day Forum will be set in an inspiring and provocative environment where new ideas will merge. Participants from various backgrounds and different perspectives on the latest global trends will challenge you to think in new and innovative ways. By exposing you to innovative thinking, NEBF will help you lead more effectively so you can meet the challenges of today's global business environment.

Bold ideas

Success is reflected by always being one step ahead and having the ability to understand the context and complexity of a situation. Being competitive in today's world is not about being specialized; leadership requires multiple perspectives and continuous intellectual stimulation leading to faster innovation and excellence. Pursue new business opportunities across the world at a truly international platform.

meet fellow Entrepreneurs

Expand your sphere of influence by building a valuable and beneficial professional network and joining a distinguished group of high-profile business executives from around the world, EU policy makers, business leaders from the CEE region, prominent scientists and only the best students selected to participate in the Forum.

have Fun

Take part in a high level Forum focused on discovering and discussing business opportunities across the globe, networking and having fun during the Forum's social events which include a gala dinner on-the day of the Forum as well as an epic after-party with a performance by the American record producer Ryan Leslie.



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PROGRAM

Thursday, May 21

GALA DINNER WITH KEYNOTE SPEAKERS

Friday, May 22

**DIDIER SORNETTE
JAN MÜHLFEIT
EINARS REPŠE
RYAN LESLIE
ROBERT SWAN
SINIŠA KRAJNOVI**

* THE ORGANIZER RESERVES THE RIGHT TO
MAKE CHANGES TO THE PROGRAM.



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THE BIGGEST STUDENT COMPETITION IN SOUTH EAST EUROPE SUPPORTED BY SQORE

The NEBF challenge is organized in cooperation with the online portal studentcompetitions.com, the world's largest community of talents passionate about competing and connecting with global opportunities through showing one's skills and Sqore.com, the market leader for organizing online competitions.

The global student competition NEBF Challenge is designed to select and reward the most perspective and ambitious students with a free ticket to the upcoming New Europe Business Forum in Zagreb, Croatia. The finalists will have the opportunity to attend the Forum where they will be able to pursue an innovative business idea and share their ideas with some of the most prominent world leaders.

Only selected students will receive an invitation to the New Europe Business Forum.

The NEBF Challenge is open from January 26th to any student who is 18 years of age or older, enrolled in and attending a college or university at the undergraduate or graduate level. Finalists will be notified on March 27.

Students who wish to register for this competition must:

- send a CV to the organizer, Zagreb School of Economics and Management
- post the following text to their Facebook wall:

"I want to meet _____(name of the speaker you would like to meet at NEBF2015) at @New Europe Business Forum powered by @ Zagreb School of Economics and Management- International Page."



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STUDENT PROGRAM

Since ZSEM wishes all of the Forum's student participants to maximize their experience in Croatia, special program #NEBF2015bucketlistchallenge is planned for students before and after the event. .

Selected students interested in additional activities should apply until April, 5th

Wednesday, May 20

Traditional Croatian dinner
Welcome buddy party

Thursday, May 21

Breakfast at ZSEM
"Provoke the leader inside you!" workshop
Zagreb tour with ZSEM students

Friday, May 22

"Challenge the Status Quo " - New Europe Business Forum
Epic after-party with Ryan Leslie

Saturday, May 23

Adventurous rafting on the river Zrmanja and a trip to the seaside, Zadar*

* Additional fees required.



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THE BIGGEST STUDENT COMPETITION IN SOUTH EAST EUROPE SUPPORTED BY SQORE

#NEBF2015bucketlist

- complete the NEBF online challenge
- travel to the land of innovation and excellence
- meet your Croatian buddy
- have a traditional Croatian dinner
- party like the Croats
- learn basic Croatian phrases
- explore Zagreb through Nine Views; find 9 planets of the Solar System around Zagreb
- walk through Zagreb's 7 parks that form Lenuci's Horseshoe
- visit the 2nd oldest pharmacy in Europe founded by the grandson of Dante Alighieri
- go to the Museum of Broken Relationships
- drink coffee while enjoying the view on the Croatian National Theater
- attend the pre-conference workshop at the Zagreb School of Economics and Management
- learn from world class speakers at NEBF 2015
- have fun at an epic-party with Ryan Leslie performance
- shake hands with some of the world-leaders
- present yourself to high-profile executives from the whole world
- make new friends
- be inspired
- boost your CV
- travel to the Croatian seaside and explore Zadar
- take a swim in the Adriatic
- eat Croatian seafood
- have an adventurous rafting trip



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TICKETS

STUDENTS (INVITATION)

Apply to student competition

STANDARD TICKET:

350€ Early bird until March, 15

400€ Regular rate

Ticket includes coffee break/lunch, event book, certificate of attendance and invitation to after party with Ryan Leslie performance.



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EPIC AFTER-PARTY WITH **RYAN** LESLIE PERFORMANCE

ROBERT SWAN



JAN MÜHLFEIT



DIDIER SORNETTE



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ABOUT THE ORGANIZER

For more than a decade now, the Zagreb School of Economics and Management has been creating the future business leaders, economic experts and innovative entrepreneurs. With more than one thousand graduates, around 100 lecturers, and with 1200 students, the ZSEM stands out as the largest private institution for higher education in Croatia. The AACSB accreditation awarded to ZSEM in 2013 placed ZSEM among top-five percent of the highest-ranking business schools in the world. The accreditation alone reaffirms the leading status of ZSEM among business schools in Croatia.



The accreditation came as a result of a hard work, constant improvements of study programs and services provided to our students. The AACSB accreditation warrants recognition of ZSEM diploma in the whole world as well as numerous opportunities to continue education or find work abroad. Eduuniversal, the French portal known for its rigorous quality assessments, has for the fifth consecutive year selected ZSEM as the best business school. The employment record of our alumni testifies to the excellence of ZSEM: as many as 74% of its graduates, despite the current lacklustre business climate, finds job within four months upon graduation.



As the only business school in Croatia with a permanent Career Center, office established so as to help students find job past graduation, we are making constant efforts to prepare our students for the labour market. ZSEM is the only business school in the entire region that actively cooperates with up to one hundred of business schools and economics departments around the globe. Each year, we send abroad as many as 15% of ZSEM's best students to participate in our exchange program, with no additional fees. Upon obtaining undergraduate degree, some of our students continue education abroad, or take up our own graduate and MBA programs, which Eduuniversal has placed among the best one hundred, and two hundred, respectively. Our faculty includes the recognized and renowned business and economics experts. Many of them were educated abroad. The favourable ratio of staff vis-à-vis the students, allows for a personalized approach to each individual student.



The lecturers are easily reached and accessible. Our students are creative, innovative, ambitious, and energetic; they are the future hopes of Croatian economy. Besides travelling abroad through the student exchange program, they win various awards on numerous competitions. They attend internships in the most respected Croatian and global companies, in which they are regularly offered permanent positions upon graduation. The Zagreb School of Economics and Management is the only business school in Croatia that provides superb educational experience, which is going to not only gear you up for the challenges of the business world, but also provide you with the opportunities and services that are going to enrich your student life.

Our programs were developed according to principles practiced by top universities in Europe and North America, with unique additions that make it perfect in Croatia's economic context. The result is a program that has been recognized for its quality and depth all over the world and after completing it, you will be ready to face the challenges of today's dynamic business world. We currently offer an Undergraduate Program in Economics and Management, in Business Mathematics and Economics and in Business Law and Economics, a Graduate MBA Program and a Master of Arts Program in Economics.

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BUSINESS
SCHOOL IN
EAST EUROPE**

eduniversal
2011 RANKING



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NEW EUROPE BUSINESS FORUM CONTACT:

NEBF is about creating unique experiences for every participant. By attending our inspiring and provocative event you will be in direct contact with high-level executives, world-class speakers, top students and perspective young leaders.

We're keen to learn more about your expectations, so we will try our best to meet them. If you are interested in registering or you would like more information, please visit our website nebf.eu or contact:

The NEBF team



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