



HARVARD BUSINESS SCHOOL
Association of Germany

**Harvard Business School
Alumni Winter Retreat 2007
McKinsey AlpineUniversity, Kitzbühel**

Friday, March 30, 2007

Alumni may meet for skiing in Kitzbühel; hotel check-in starts at 2:00 pm

6:45 pm Welcome address by Hubert Birner
Location: Ballroom

7:00 pm Start of professional program
Location: Ballroom

**Case discussion with Prof. Forest L. Reinhardt, John D. Black Professor
of Business Administration, Harvard Business School, Boston, USA.
'Mid-Missouri Energy (MME)' (case to be distributed)**

- How a farmer-owned cooperative takes advantage of a growing interest in Ethanol as an automotive fuel
- Active US government intervention in ethanol markets
- How to make money in the ethanol business

8:30 pm Dinner at the AlpineUniversity
10:00 pm Open bar and Entertainment
Location: Henzler Hall

Saturday, March 31, 2007

From 7:00 am Networking breakfast
9:30 am Welcome and opening remarks
Location: Ballroom

**Setting the stage, N.N., Director, McKinsey&Company (tbc),
'Environmental policies and the automotive Industry'**

10:00 am

**Morning Interview with Dr. Helmut Panke, former CEO, BMW AG,
'Environmental thinking - the car industry as potential model'**

- The BMW story: tremendous growth in economically difficult times
- Outlook on the future of cars and environmental regulations (see California)
- How the worldwide car market may look ten years from now



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12:00 pm Lunch buffet
1:30 pm Professional program resumes:

**John Denniston, General Partner, Kleiner Perkins Caufield & Byers, USA,
'The Greentech Innovation Network'**

- Global trends and challenges
- Mobilizing private enterprise to tackle environmental issues
- Developments energy policies in California
- Why is Greentech good business?

2:30 pm – 2:45 pm Coffee break
2:45 pm Professional program resumes:

**Hans-Martin Rüter, CEO and Founder, Conergy AG, Germany,
'Renewable Power in Germany'**

- From start-up to IPO in 2006 – managing the early years
- Competition and what our customers really want
- Growth strategies for the solar industry
- A look at the energy supply in 2020

3:45 pm – 4:00 pm Coffee break
4:00 pm Professional program resumes:

**Discussion Panel "topic tbd" with Ed McBride, Energy and Environment
correspondent, The Economist, UK**

5:30 pm Final remarks / wrap up of professional program by Erkan Kilicaslan
7:00 pm Dinner at the AlpineUniversity
9:00 pm Open bar and dancing
Location: Lobby

Sunday, April 1, 2007

From 7:00 am Networking breakfast, check-out time is 10:00 am, skiing day
1:00 pm Meeting point at the Sonnbüchel Chalet
4:00 pm Farewell drinks at the AlpineUniversity and official end of the
weekend for those departing on Sunday

Monday, April 2, 2007

Networking and skiing, individual organization.