



## Prof. Dr. Hans-Olaf Henkel

Former President of the Federal Association of German Industries and Chairman of IBM



### CSA CELEBRITY SPEAKERS

Hans-Olaf Henkel is Professor of Business Economics at the University of Mannheim. Previously he was Chairman of IBM Europe, Middle East and Africa and President of the Association of German Industries (1995-2000). He is currently President of the Leibniz Association, an organisation which works in a number of areas including education, science, and research.

**One of Germany's most courageous, resourceful and respected business leaders.**

#### In detail

He joined IBM Germany in 1962 and after holding various executive positions in the U.S., East Asia and Germany, as well as at European headquarters he was appointed President of IBM Germany in January 1987. In 1993 he became Chairman and Chief Executive Officer of IBM Europe, the Middle East and Africa. This was followed in 1994 by his election as "President of the Federation of German Industries" (BDI), ostensibly the most powerful industry association in Germany.

#### What he offers you

Prof. Dr. Hans-Olaf Henkel is not only one of the most respected top managers in Germany's business scene, moreover, during his many years at IBM and as President of the Federal Association of German Industries (BDI), he witnessed and contributed significantly to the successful development of European industry at large.

#### How he presents

A remarkable and unique personality, Dr Henkel makes a fascinating speaker who never fails to capture his audiences' full attention.

#### Topics

Globalisation - A Challenge for the Economy  
The Future of Europe: Integration and Mobility  
The Ethics of Success  
Reality and Visions, Europe's Industry and the Euro  
The Opportunities of Free Markets  
Germany's Position in Global Markets  
The Competitive Society  
The Power of Renewal

#### Languages

He presents in German or English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Publications

##### 2004

Die Kraft des Neubeginns (The Power of Renewal)

##### 2002

Die Ethik des Erfolges (The Ethics of Success)

##### 2000

Die Macht der Freiheit - Erinnerungen, (The Power of Freedom, Memories)

##### 1998

Jetzt oder nie. Ein Bündnis für Nachhaltigkeit in der Politik (Now or Never, a Pact for Political Stability)