



# The European Institute for Industrial Leadership

## Investing in Growth LPG 6

A two day workshop 16th - 17th June, 2008  
Chateau Latour de Freins, Rue Engeland 555, 1180 Brussels

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### Objective

During this workshop participants will be guided through the world of decision making in uncertainty. It will explore the qualities of risk, both negative and positive, and how these are being managed with more and more confidence by experienced stakeholders in your enterprise. It looks at risk from the eyes of a shareholder and how he manages his exposure and expresses his risk appetite. It sees how a banker manages a risk portfolio and most importantly it explains how the business manager or project manager can quantify, monitor and manage risk to optimise the achievement of objectives. The workshop will also examine and quantify the value of risk (remember "thriving on chaos"?) and the financial equivalent of keeping the right number of balls in the air at the same time.

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### Key Benefits

This two day workshop will provide participants with a detailed insight into the sources of money and its international nature. It will explore the process of searching for and investing in growth, how investors evaluate the risks of their investments and mitigate or manage these. It will also examine what happens when an investment does not deliver, and what might be the consequences for players on each side of the investment contract. The workshop will also examine, from the view of the investment beneficiary (or prey?) the benefits, and risks, of borrowing money from the investor.

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### Who Should Attend?

This workshop is suitable for anyone interested in building upon their understanding of investing in growth and the way to view risk.

The workshop will be conducted in English.

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To find out further details about this workshop, or to make a booking, please contact [secretariat@eii.net](mailto:secretariat@eii.net)



# The Master of Industrial Leadership Programme

## Investing in Growth LPG 6

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Chateau Latour de Freins, Rue Engeland 555, 1180 Brussels

www.eiil.net

The Workshop will be led by **Dr Martin Casey (English)** currently Vice President of Strategic Planning at Huntsman the largest privately held Chemical company in the world. He graduated in Physics at Oxford University and in 1975 joined ICI Plastics Division as a Research Scientist. In 1982 he was appointed Research Director of ICI's Perspex business and in 1985, Business Director. In 1990 he joined ICI Polyurethanes in charge of Business Development and in 1994 became Strategic Planning Director. The business was sold to Huntsman in 1999 following which he was appointed to his present position.

**Adam Clitherow** (FCA, MBA. Ex-KPMG, P&G); will conduct the exercise on project risk management

**Ivan Trangez** (ING Bank); will give a lender's perspective.

### Application form

Please complete this application form and fax to +32-2-639 0399

Alternatively fill in the online application form at [www.eiil.net](http://www.eiil.net) or complete the form below and post to:

The Secretariat  
European Institute of Industrial Leadership  
Chateau Latour de Freins, Rue Engeland 555,  
1180 Brussels, Belgium

Name: .....

Company: .....

Position: .....

Daytime Tel. No. : .....

Email: .....

The fee for a 2 day EIIL workshop is €1600\*

\* exempt of VAT according to article 44, §2, 4° of the Belgian VAT Code.

Members of the EIIL, or one of its supporting organisations, may qualify for assistance with workshop fees from the EIIL Scholarship fund. For further information on whether you are eligible for this, please contact the secretariat at [secretariat@eiil.net](mailto:secretariat@eiil.net).

Payment requested by bank transfer to :  
ING Bank.  
Account Number : 310-1978319-90  
IBAN : BE34310197831990  
BIC BBRUBEBB

Places will be confirmed on receipt of payment. If you require an invoice, please complete the details below:

Invoicee.....

Company address.....

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Company number .....

Vat number.....