



Marketing
Communications
Executives
INTERNATIONAL

MCEI World Congress

“Ethics in Marketing Communication”

Geneva, 19 – 22 September, 2005

Program

(as of August 20, 2005)

The 2005 MCEI World Congress is supervised by NEPSA,
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Sunday, September 18

Ramada Park Hotel	20:00	Reception to welcome the overseas delegates. Geneva Chapter committee members are invited to join this get-together.
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Overseas delegates should arrive either on Sunday night or early Monday morning.

Monday, September 19

Morning program for everyone

RP Hotel	08:30	Congress opens for late registration and distribution of badges
	08:45	Official opening (MCEI International Chairman Dr. Paul Genton) Introduction to the theme of the congress : « The Purchase Risk » Prof. Michelle Bergadaà , OVSM – HEC, Université de Genève
	09:00	Keynote speaker: Prof. Moussibahou Mazou , form. Director, Universal Postal Union: “ Communication: from Talking Drums to E-mail ”
	10:00	M. Piet Steel , Vice-President for External Affairs, Toyota Motor Europe, “ Toyota-way Marketing ”
	10:45	Coffee break
	11:00	Dr. Romeo Paioni , Novartis, ” Communication in the Pharmaceutical Industry: a Case of Ethical Marketing ”
	11:30	M. Guillaume Motte , DG Fnac Switzerland, « An ethical and dynamic marketing communication policy »
	12:15	Lunch, Guest of Honor: Prince Charles Napoléon , PhD (economics and political science), Deputy Mayor of Ajaccio-Corsica, “ Can Development Respect Cultural Identity? A Corsica Case Study ”
	14:00	Q&A time and announcements


Afternoon program for overseas delegates (Geneva members also welcome):

RP Hotel	14:15	Departure by bus to the city center
Geneva city center	14:30	Meeting with Geneva Tourist Office Director General and market managers
	15:00	Guided tour of the old town of Geneva
	16:00	Visit to a well known watch-making company
	17:30	Free time
Restaurant	19:00	Dinner at a typical “ bistrot ” in the historical city of Geneva
	22:30	Depart by bus for the Ramada Park Hotel

Tuesday, September 20

RP Hotel	08:30	Depart by bus for Annecy , France (Welcome by the members of our new French Chapter)
Annecy	10:00	Entremont (France's biggest cheese company): visit and presentation
	12:00	Lunch (a cheese tasting experience) at Entremont (until 13:00)
	13:30	Mobalpa (one of Europe's biggest furniture chains): visit and presentation (until 15:30)
	16:00	Botanic (international gardening chain): visit and drinks
RP Hotel	18:00	Back to the Ramada Park Hotel
	19:00	Gala Dinner (Guest attraction: the famous Belgian Bob Delbecque)

Wednesday, September 21

RP Hotel	08:30	Depart by bus for the Vevey-Montreux-Broc region (Vaud-Fribourg)
Vevey	10:00	Nestle (global foods company): visit to the chocolate factory in Broc and presentation on " Nestlé Marketing Communication "
	12:30	Lunch in the famous medieval town of Gruyère (Fribourg)
	13:45	Depart by bus for Lausanne
Lausanne	14:00	Olympic Museum : visit and lecture on " C.I.O Communication " 
	15:45	Depart by bus for Nyon , visit to Medtronic (pace maker production)
Versoix	16:45	If time permits, return to Geneva by boat across Lake Lemman
Geneva	18:10	Return to the Ramada Park Hotel
RP Hotel	18:30	Congress adjourns – Farewell to our friends from abroad

NB: MOST PRESENTATIONS WILL BE IN FRENCH. EACH NATIONAL GROUP IS RESPONSIBLE FOR ARRANGING INTERPRETATION AS NECESSARY.

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Organizational information

MCEI GENEVA CHAPTER WELCOMES YOU!

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Geneva 2005 World Congress organization team

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The Congress shall take place at the

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where all delegates will be accommodated

Our Websites: MCEI International: < www.mcei.org > // // // NEPSA: < www.nepssa.ch >
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