

Registration

2nd Dialogue Workshop "Jointly Tackling Demographic Change in Europe", 14 February 2008, at the

**SAP Business Services Centre Europe
Avenir Business Park
Radlická 714, 15800 Prague 5, Czech Republic**

Please register by 31 January 2008!

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Name and Title

Position

Company / Organisation

Address

Zip Code / City / Country

Phone/Fax

E-Mail



Invitation **2nd Dialogue Workshop**

“Jointly Tackling Demographic Change in Europe”

14 February 2008, SAP Business Services Centre Europe, Prague

in cooperation with BMW, Metro, Salzgitter, ThyssenKrupp Steel and Volkswagen

2nd Workshop

14 February 2008

SAP Business Services
Centre Europe, Prague

“Jointly Tackling Demographic Change in Europe”

Demographic change – one of the most important topics on the sustainability agenda – is galvanising politicians, business and society Europe-wide. The age structure of future populations significantly influences competitiveness and innovation strength. Companies have joined together with econsense to form a Laboratory “Demographic Change”: a think tank to strategically tackle the challenges of demographic change in Europe. The multilevel working process of the Laboratory is embedded in the European Alliance for Corporate Social Responsibility (CSR), an alliance of politics and business for promoting CSR in Europe.

econsense, alongside BASF, Evonik, SAP, and other co-operation partners of the Laboratory, launched a European workshop tour in autumn 2007 to discuss the opportunities and risks associated with the demographic change in Europe with experts looking at the business, political and scientific aspects.

The next stop for the touring Dialogue Workshop “Jointly Tackling Demographic Change in Europe” is the SAP Business Services Centre Europe in Prague on 14 February 2008. You are warmly invited to attend this interesting workshop. We very much look forward to welcoming you in Prague!

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The diagrams in this flyer show the most populated areas worldwide: on this side they are depicted in a dark color, on the front side in a light color.

Programme

- 9:30 am Arrival and Coffee
- 10:00 am **Welcome**
Bernhard Ehret
Managing Director EMEA HR Shared Service Centre, SAP AG
Dr. Klaus Mittelbach
Executive Director, econsense
- 10:15 am **Key Note Speech: “Demographic Change – Effects on Business Locations in Regions across Europe”**
Prof. Dr. Thusnelda Tivig
Rostock Center for the Study of Demographic Change
- 10:45 am **“Demographic Change – a Case Study”**
Ing. Petr Jonak
External Affairs, Škoda Auto a.s.
- 11:00 am **“Demographic Change – the Entrepreneurial Perspective”**
Bc. Vladimír Šiška
Secretary General, Czech Chamber of Commerce
- 11:15 am **“Demographic Change – the Governmental Perspective”**
Mgr. Miloš Tichý
Department of Employment Policy,
Czech Ministry of Labour and Social Affairs
- 11:30 am **Panel and Plenary Discussion**
“Undertaking Demographic Change – on Successful Paths?”
Ing. Petr Jonak
External Affairs, Škoda Auto a.s.
Bc. Vladimír Šiška
Secretary General, Czech Chamber of Commerce
Jörg Staff
Senior Vice President Human Resources, SAP AG
Mgr. Miloš Tichý
Department of Employment Policy,
Czech Ministry of Labour and Social Affairs
Prof. Dr. Thusnelda Tivig
Rostock Center for the Study of Demographic Change
- 12:30 pm Lunch
- 1:30 pm **Parallel Working Sessions:**
(a) **Working Session “Productivity”**
(b) **Working Session “Cultural Change”**
- 3:00 pm **Summary and Outlook**
Get Together

Moderator: **Thomas Koenen**, econsense

Conference language: English