

Mondays **Talk**

with thought leader BRUNO ROCHE

Completing Capitalism

Let's heal business to heal the world!

MONDAY, MAY 29, 2017

18:00 P.M. Food for thought

19:00 P.M. Finger food & drinks

UBS GRÜNENHOF

Nüscherstrasse 9

8001 Zürich



Registration until May 22: stephan.lehmann-maldonado@ubs.com & siamak@siamak.ch

Whilst some companies have recognised the need to take their corporate social responsibility seriously, **maximising shareholder profit** remains the dominating **global business model**. During the last decades, however, it has become clear that focusing only on shareholder value often leads to abuse, with consequences such as the **financial crisis**.

Mars chief economist **Bruno Roche** presents a way out of this dilemma. Together with Jay Jakub, his team and Oxford University Said Business School, he developed a **revolutionary economic model**. It's not only about money, but about measuring multiple forms of capital. Bruno Roche identified three essential elements for a sustainable economic growth resulting in a flourishing, **healthy society**. His model is visionary, yet, at the same time **down-to-earth**. Pilot projects all over the world have proven that it is able to deliver first-rate results.



BRUNO ROCHE is the chief economist of the food company Mars Incorporated and head of the think-tank CATALYST. He is also a senior advisor of the World Economic Forum (WEF) and has worked for the French Government as an advisor on social justice and globalisation for the G20.



Get the new book „Completing Capitalism“ signed by author BRUNO ROCHE!