

**First Annual International Academic Symposium  
Hamburg Institute of Family Owned Business**

**17. – 19. November 2011  
Hamburg Chamber of Commerce  
Room “Elbe”  
Adolphsplatz 1, 20457 Hamburg**

**Symposium Agenda**

**Thursday, 17.11.2011**

<b>18.00 – 19.00</b>	Welcome Reception
<b>19.00 – 22.00</b>	Dinner, Café Paris (Rathausstrasse 4)

**Friday, 18.11.2011**

<b>9.00 – 9.30</b>	Reception and Coffee
<b>9.30 – 10.00</b>	Keynote address  Professor Günther Strunk Head of the Hamburg Institute of Family Owned Business  Professor Stefan Prigge Hamburg School of Business Administration

<b>10.00 – 10.30</b>	Keynote speaker Professor Günther Strunk Head of the Hamburg Institute of Family Owned Business
<b>10.30 – 11.00</b>	Keynote speaker Family entrepreneur N.N.
<b>11.00 – 11.30</b>	Break
<b>11.30 – 13.00</b>	Current activities in Family Owned Business research an international overview, presentations by the participants (main area of research, activities, personal background)
<b>13.00 – 14.30</b>	Lunch Break
<b>14.30 – 16.00</b>	How to manage the Family Owned Business <ul style="list-style-type: none"><li>• recruitment, selection and incentivisation of qualified managers</li><li>• risk management</li><li>• principal-agent problem</li></ul> chaired by Professor Stefan Prigge Hamburg School of Business Administration
<b>16.00 – 16.30</b>	Break
<b>16.30 – 18.30</b>	How to keep the Family Owned Business competitive <ul style="list-style-type: none"><li>• how to secure the ability to follow any technological development in the market</li><li>• keeping the innovation speed within a particular management environment</li></ul> chaired by Professor Günther Strunk Head of the Hamburg Institute of Family Owned Business
<b>19.30</b>	Dinner, Restaurant, Das Parlament, Room „Rose“ (Rathausmarkt 1)

**Saturday, 19.11.2011**

**9.00 – 10.30**

How to survive internationalization as a Family Owned Business

- the role for the sustainability of the companies
- the particular structure of the family owned business:  
advantage or obstacle?

chaired by

Professor Günther Strunk

Head of the Hamburg Institute of Family Owned Business

**10.30 – 11.00**

Break

**11.00 – 12.00**

How to prevent the family owned business from becoming a victim of fraudulent activities

- some aspects on fraud
- do family owned businesses need “compliance”
- how to make the internal control system more effective

chaired by

Dr. Ingo Bäcker

Partner

KPMG Advisory

**12.00 – 13.00**

How to finance the Family Owned Business

- access to the capital market
- the role of the house bank
- how to raise further equity and capital for the company from a  
third party

chaired by

Professor Stefan Prigge

Hamburg School of Business Administration

Guido M. Sollors

Partner, Business and Financial Advisor

Strunk Kolaschnik Sollors

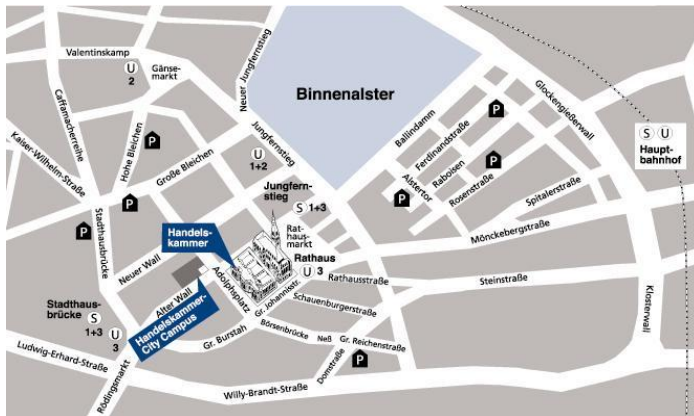
**13.00 – 13.30**

Final discussion and remarks

**13.30**

Lunch

## Directions to the Hamburg Chamber of Commerce (Handelskammer)



Adolphsplatz 1, 20457 Hamburg

Tel.: 040 / 36 13 8-138

### Local public transport links:

S-Bahn Jungfernstieg:

- S1:Wedel - Poppenbüttel
- S2:Bergedorf - Altona
- S3:Neugraben - Pinneberg

U-Bahn Jungfernstieg:

- U1:Norderstedt Mitte - Ohlstedt /Grosshansdorf
- U2:Wandsbek-Gartenstadt - Niendorf Nord

U-Bahn Rathaus:

- U3:Barmbek - Mümmelmannsberg

Rathausmarkt stop:

- MetroBus 3:Messberg - Schenefelder Platz
- MetroBus 4:Rathausmarkt - Eidelstedt Nord
- MetroBus 5:Hauptbahnhof ZOB - Burgwedel
- MetroBus 6:U Rödingsmarkt - U Borgweg
- Bus 109:U Alsterdorf - Hauptbahnhof ZOB
- Schnellbus 31:U Rödingsmarkt- Lauenburg ZOB
- Schnellbus 34:Kirchdorf (Süd) - Lufthansabasis
- Schnellbus 35:Sorenkoppel - Kalvslohtwiete
- Schnellbus 36:S Blankenese - Berner Heerweg
- Schnellbus 37: Schenefelder Platz - Bramfeld (Dorfplatz)

### Car parking:

- Parkhaus Ferdinandstrasse
- Parkhaus Gertrudenhof
- Parkhaus Grosse Reichenstrasse
- Parkhaus Hohe Bleichen (Hanseviertel)
- Parkhaus Bleichenhof
- Parkhaus Deutsch-Japanisches Handelszentrum
- Parkhaus Europapassage