



**OTO (One To One) International
Module at the University of St.Gallen
16th – 19th September 2012**

Program overview

Sunday, 16th September 2012

- 14.00 – 14.15 **Opening**
Christoph Müller, Yvette Sánchez, Angélica Rotondaro
- 14.15 – 18.00 - **The New St.Gallen Management Modell**
- **Case Study: Successful Family –**
 Brewery Business in Switzerland
- **Five Twins of Success: A new research project**
Christoph Müller

Monday, 17th September 2012

- 08.30 – 12.30 **Business Culture in International Trade**
Yvette Sánchez, Angélica Rotondaro and guest speaker
Dr. Gerardo Ramos, Head of Research and Development,
Syngenta Crop Protection, Basel
- 13.30 – 15.00 - **Trends in Swiss and European Agrobusiness**
- **Innovation in big agricultural companies and retailers**
Christoph Müller, Jasper Bouwsma
- 15.15 – 16.30 **Understanding current user needs and predicting future ones**
Jasper Bouwsma
- 16.30 – 18.00 **Differences between Brazilian and Swiss agricultural and farming systems**
Guest speaker Maria Thaís Affonso, Head of Business Intelligence,
Syngenta
Basel, Switzerland

Tuesday, 18th September 2012

- 08.30 – 09.30 **Visit: MIGROS Genossenschaft Ostschweiz,**
 MIGROS Sämtispark: Retail Business
Christoph Müller
- 10.00 – 12.30 **Ideas & Business Models for Latin-American Agropreneurs**
Jasper Bouwsma, Christoph Müller
- 13.30 – 17.30 - **Business Culture in International Trade**
Yvette Sánchez, Angélica Rotondaro

Wednesday, 19th September 2012

- 08.30 – ca. 14.30 - **Importance, characteristic, complexity and dynamics in Family Business**
- **Focus: Succession in Family Business: The “St.Gallen Succession Model”**
- **Focus: Succession in Family Business**
- **Family Business from a Value-Perspective**
Frank Halter
- 15.00 – 17.00 **Visit: Appenzeller Brauerei Locher AG, Appenzell**
Frank Halter