



THE DEPUTY SECRETARY-GENERAL

6 August 2014

Dear Mr. Engelsen,

On behalf of the Secretary-General, I would like to thank you for your letter dated 24 March 2014, inviting him to speak at the IS Copenhagen Summit, to be held on 22 September 2014.

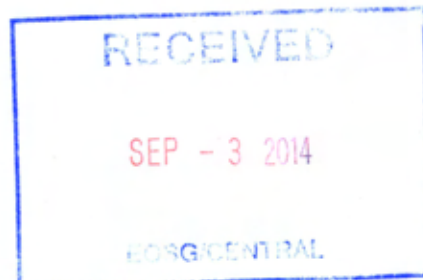
The Secretary-General appreciates your kind invitation. However, I regret to inform you that he will be unable to attend, in view of prior commitments and pressing demands on his schedule on the said date. Nevertheless, allow me to take this opportunity to convey his best wishes for a successful event.

Yours sincerely,



Jan Eliasson

Mr. Christian Engelsen
Chairman of the Board
IS
Copenhagen



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IS

His Excellency Mr Ban Ki-moon
Secretary General
United Nations
777 44th Street
New York, NY 100017

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EXECUTIVE OFFICE
OF THE SECRETARY-GENERAL

ACTION

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March 24, 2014

Dear Mr Secretary General,

On behalf of IS, a European organisation with an executive network of some 2,500 top-level Scandinavian and other European private and public sector business leaders, I write to invite you to speak at our **September 22nd, 2014 Copenhagen Summit**. The summit will take place in the Copenhagen Concert Hall designed by Jean Nouvel.

The theme for this season's summit is "The Global Marketplace". We are therefore looking for a global profile with great experience within business development, and we feel that you fit this description more than anyone else. You will be speaking to an audience of 1,500 top-level European business leaders at what is an exclusive, peer-to-peer networking and informative event. The goal of the conference is to engage the audience in a broad and free-ranging conversation on the most salient global business and management strategies of our time.

I understand that you are not permitted to accept an honorarium, but please know that if it is appropriate, we would be delighted to make a donation on your behalf to a charity or NGO of your choice. In addition, if it is allowed, we will cover business class travel expenses, accommodation and ground transportation. We will also host a reception for the speakers and selected VIPs during the summit, as well as a Speakers' Dinner following the final session of the evening that we also hope that you are able to attend.

I am sure your network in Denmark will confirm that we are a highly reputable firm. If you want to learn more about IS, please log on to our web site: <http://www.is.dk>. Further details of our upcoming April summit can be found by going to <http://is.dk/copenhagen-summits/>, and details of our previous summit by going to: <http://is.dk/summit/september-2013/>.

We ask that you make a 25-minute presentation – a speech, really – and then a leading English-speaking Danish Journalist will interview you on stage for 30 minutes. We are happy to confirm Sir Richard Branson, Dominic Barton, Hans Vestberg, Christian Von Koenigsegg, Mike Walsh and Costa Markides as guest speakers at our April Summit. Last year's keynote was given by former CEO and Chairman of General Electric, Jack Welch, and previous speakers have included the former Prime Minister of the United Kingdom, Gordon Brown, CEO of Nissan & Renault, Carlos Ghosn, the Chairman of Philips Electronics, Jeroen van der Veer, the President of DuPont Europe, Middle East & Africa, Ian Hudson, and the President of Iceland, Olafur-Ragnar Grimsson, among others.

If you would like to contact me, please do so by contacting Executive Assistant Thomas Moran at +44-203-630-0173 or via email at tm@is.dk.

It would mean a great deal to have you with us and I assure you that our audience will receive you with enormous enthusiasm. We very much hope to see you in Copenhagen on September 22nd, 2014.

Sincerely,

Christian Engelsen
Chairman of the Board

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His Excellency Mr Ban Ki-moon
Secretary General
United Nations
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Christian Engelsen
Chairman of the Board

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WINNING STRATEGY

COPENHAGEN SUMMITS - SEPTEMBER 30, 2013



LILLIAN GJERULF KRETZ

Anchor, DR, TV Avisen

Lillian is a trained journalist and has reported from many of the world's hotspots, such as Afghanistan and Lebanon.

In addition to her work as a journalist, Lillian is a moderator, presenter, and the author of several books. In 2009, she was the host of a globally transmitted conference, held in Copenhagen, by the International Olympic Committee and she covered the 2012 Olympic Games in London.

Lillian has hosted several successful Danish TV programs and today she presents the news on Denmark's public TV station, Danmarks Radio.

THE SUMMIT IS HELD IN THREE SESSIONS ON SEPTEMBER 30, 2013 IN THE CONCERT HALL:

Journalist, author and news presenter Lillian Gjerulf Kretz will be leading the sessions. Lillian has acted as moderator at several of IS' previous summits and will be interviewing the speakers after their keynote speeches.



WINNING STRATEGY

"The essence of strategy is deciding what not to do"
- Michael Porter.

In the ever-changing world it becomes still more crucial to constantly evaluate your strategy and adjust it to internal and external events.

So how do business leaders work with their strategy to assure that it is always up-to-date and adjusted related to new challenges and opportunities?

There are countless theories on strategy, and for many leaders, strategy is a time-consuming struggle. Despite all the different strategy tools available (or perhaps because of them), strategy can seem mysterious and scary, with huge rewards for success, disastrous implications for failure and many unknown dangers lurking along the way.

Strategy is about choice; it is a set of choices about what you will do, and what you will not do, so as to create advantage over the competition.

At this season's summit, we will hear from global leaders and experts, how they plan and execute their strategy.

- How do they ensure that the strategy is communicated to and accepted by their organization?
- Which influence has the financial crisis had on their strategy process?
- How do they avoid that a strategy is out-dated when it is to be implemented?

Which differences and similarities are there between the approach of a Swedish automotive giant and an American technology startup?



AGENDA

FUTURE

- 12:30 Arrival / Registration / Lunch buffet
- 13:40 **Welcome:** Lillian Gjerulf Kretz, DR, TV Avisen
- 13:50 **Keynote & Interview:** Ray Hammond, Futurist
- 14:30 **Keynote & Interview:** José María Figueres, President, Carbon War Room

BUSINESS

- 15:10 Break / Networking / Refreshments
- 16:00 **IS Update:** Christian Engelsen, CEO, IS
- 16:05 **Keynote & Interview:** Olof Persson, CEO, Volvo Group
- 16:50 Break / Networking / Refreshments
- 17:30 **Interview:** Jack Welch, Former CEO & Chairman, General Electric

TECHNOLOGY

- 18:30 Break / Networking / Dinner
- 19:20 **Keynote & Interview:** Jim McElvey, Co-Founder, Square
- 20:10 **Keynote & Interview:** Vivek Kundra, EVP of Emerging Markets, Salesforce.com
- 20:55 **Closing remarks:** Lillian Gjerulf Kretz, DR, TV Avisen
- 21:00 Music / Champagne

KEYNOTE SPEAKERS



**RAY
HAMMOND**

Futurist

Ray Hammond is Europe's most experienced, most successful and most widely published futurist. At the summit, Ray will talk about the trends and threats facing our businesses and how a winning strategy can lead the company in the right direction.

For over 30 years he has researched, written, spoken and broadcast about how major trends will affect society and business in the future.

Ray is the author of 16 books about the future, a body of work, which he began in 1980 and which stands as testament to the long-term accuracy and reliability of his foresight.



**JOSÉ MARIA
FIGUERES**

President
Carbon War Room

The Costa Rican businessman and politician, José María Figueres, was in March 2012 appointed by Sir Richard Branson as the new President of the Carbon War Room - an independent non-profit organization focused on the global transition to a low carbon economy.

Figueres' political career includes four years as President of Costa Rica from 1994-1998. Prior to serving as President he was Minister of Foreign Trade (1987-1988) and Minister of Agriculture (1988-1990).

In 2000 he joined the World Economic Forum and became its first CEO in 2003.



OLOF PERSSON

CEO
Volvo Group

Olof Persson is President of the Swedish multinational vehicle manufacturer AB Volvo and Chief Executive Officer at the Volvo Group, which he has been since 2011. Persson is Chairman of the Board in the German-Swedish Chamber of Commerce and member of the Volvo Board as well as The Swedish-American Chamber of Commerce.

Competing in the tough automotive industry demands constant focus on developing and evaluating the strategy in order to make it a winning one. Persson will share his and Volvo's strategic considerations and experiences from implementing a strategy across an organization with 115,000 employees.



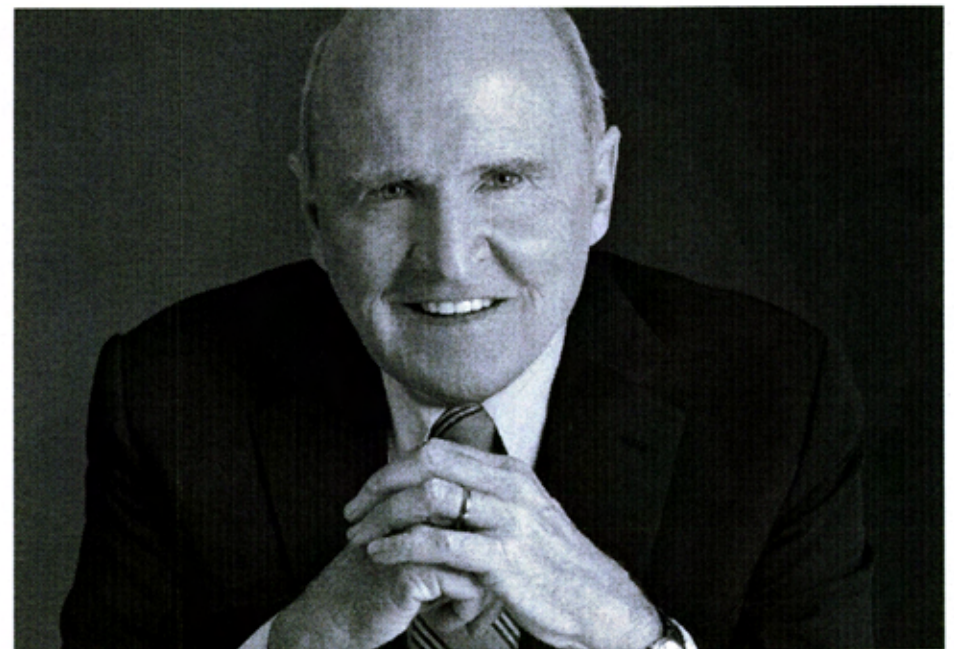
JACK WELCH

Former CEO & Chairman
General Electric

"Change before you have to." "If you don't have a competitive advantage, don't compete."

The quotes from Jack Welch are many and it's a great pleasure to present Mr. Welch as keynote speaker at the summit. During his 21 years as Chairman and CEO of General Electric, the company's value rose 4000% and Welch's achievements are considered epic. As a result, thousands of companies have adopted the Welch Way.

Jack Welch is the founder of the "Jack Welch Management Institute at Strayer University," a unique online MBA and Certificate program and since retiring from GE, Welch has written two best-selling business books.





**JIM
MCKELVEY**
Co-founder
Square

As Co-Founder of Square, Jim McKelvey has created a unique technology enabling businesses to accept credit cards on smartphones and tablets. Square was founded in 2009 and among their customers is Starbucks - and Starbucks' CEO Howard Schultz has recently become board member of Square.

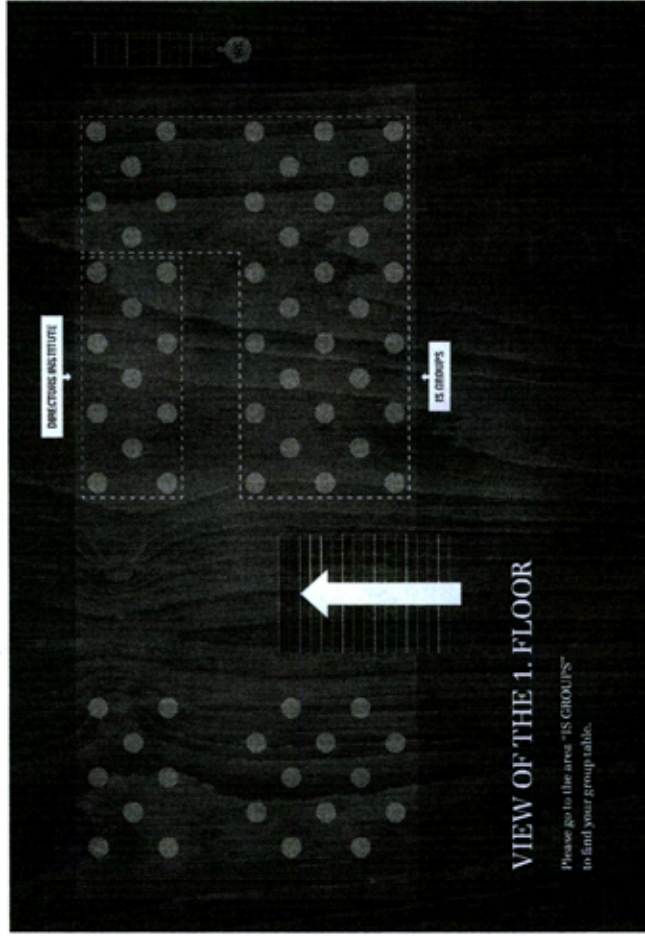
McKelvey gives a speech on entrepreneurship and how he has created a successful company through a winning strategy. In January 2013, McKelvey was profiled by CNN's The Next List, a weekly newsmagazine-style national television broadcast featuring "innovators, visionaries, and agents of change."



**VIVEK
KUNDR**
EVP of Emerging Markets
Salesforce.com

Vivek Kundra joined Salesforce.com in January 2012 after two years as the first Chief Information Officer of the United States - appointed by President Obama - where Kundra managed more than \$80 billion in technology investments in one of the world's largest information technology organizations.

Salesforce.com is named America's most innovative company by Forbes and Kundra's task is to expand the social, mobile and open cloud computing technologies to new markets. The World Economic Forum selected Kundra as a 2011 Young Global Leader, representing a group of exceptional young leaders who share a commitment to shaping the global future.



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Please go to the area "IS GROUPS" to find your group table.



IS GROUPS

IS GROUPS