

Zürich 16 February 2009

Invitation to the guest lecture of Dr. Jean-Robert Ouimet:

When ethics is going hand in hand with profits.

An experiment about the implementation of human values in an organisation, a sustainable process for people and for business itself.

Tuesday 3 March 2009, 15H15 – 17h15

ETH Zurich, MaschinenLaboratorium Building, 3, Sonnegstrasse, Room ML H 37.1.

Ladies and Gentlemen,

I am honoured to invite you to a guest lecture of Dr. Jean-Robert Ouimet, one of the most notable personalities of Food Industry in Canada and “Mentor of the Century” of Haute Ecole d’Etudes Commerciales, University of Montréal (see CV, 2nd page).

More than ever, business organisations need to find ways to combine economic efficiency and ethics. Dr. Ouimet not only proposes an innovative approach to this challenge, but he already put it into practice for more than 25 years ago. Basis of this method is a number of work-related activities which bring equilibrium of human, moral, and spiritual values to all participants. The results show that human values, inspired by Christian culture, are shared by people with different backgrounds and improve the well- being of participants and the efficiency of the organisation. For example: *Evolution of sales*- the sales of the Holding OCB Inc. grew from the index 100 in 1990 to 170 in 2002 (sales increase of 78%.); *Evolution of profits*- between 1992 and 2000, the percentage of profits after sales taxes was higher than that of any other Canadian company in the food transformation industry; *Evolution of investments* - between 1990 and 2002, about \$65 million was invested in the acquisition of stocks and bonds of companies listed on the stock exchange, the purchase of companies and trademarks, new factories, equipment, computer hardware and software, and media coverage.

There is no time so propitious to talk about values; this experiment could be a hope for a better future, when ethics will go hand in hand with profits. After coffee-break at 16H15, Dr. Jean-Robert Ouimet will answer to all your questions.

Yours faithfully

Nicoleta Acatrinei



Dr. Jean-Robert Ouimet

In the past years, Dr. Ouimet has visited more than 70 Universities' campus and businesses in North America, Europe, Middle East and Asia and gave more than 180 conferences about his experiment. He is chairman of the board and chief executive officer of Holding O.C.B. Inc., Cordon Bleu International Ltd. and of Piazza Tomasso International Inc. which is the most important Canadian producer and marketer of Italian pasta frozen food products, and of "To God Go" Foundation. This group of companies was founded in 1933 by J. René Ouimet, his father.

Dr. Ouimet trained at University of Montreal; Columbia University (New York), University of Fribourg (Switzerland) and holds a Ph.D. in Economic and Social Sciences (Magna Cum Laude for public defense) is (or has been) a member of the Board of Directors of: Council of Canadian Chief Executive; Entrepreneurs' Circle; Executive Committee and Board of Governors of Conseil du Patronat du Québec (Quebec Business Council); HEC-Montreal; National Bank of Canada; Petro-Canada; Zellers; Société générale de financement; Corporate Foods; Industrial Life Insurance Company; Industrial Alliance Financière; Grocery Products Manufacturers of Canada.

He has received the Ramsès International Award from Les Journées internationales de la Qualité et du Management Intégré, in Paris. He is a member emeritus of HEC, and recently, on the occasion of the 100th anniversary of the founding of HEC Montréal, the majority of the MBA students have voted to elect Mr. Ouimet: "Mentor of the Century".