

# swisspeace

## Annual Conference 2011

**Money Makers as Peace Makers?**  
**The Role of Business in Conflict Zones**

**Tuesday, November 15, 2011**

Theatersaal Hotel National, Hirschengraben 24, Bern,  
Switzerland

swiss  
peace

Private business actors can potentially contribute to post-conflict reconstruction and peacebuilding, while at the same time posing a risk to exacerbating violent conflict. The swiss-peace Annual Conference 2011 brings together representatives from the private, public and non-governmental sectors to explore how business can engage in conflict transformation processes. In a keynote speech and on three panels, different questions will be discussed: What positive and negative roles can companies play in peace processes? What are the determinants, advantages or disadvantages of collective business action? How can voluntary business initiatives be integrated into broader peace building efforts?

The conference will be held in English. There is no conference fee.

## Program

### Morning Session

8.30 am

**Registration and Coffee**

9:00 am

**Welcome Address**

[Hans-Balz Peter](#), swisspeace

9.15 am

**Introduction**

[Andrea Iff](#), swisspeace

9.30 am

**Keynote Adress :**

**Peacebuilding:  
Any of your Business?**

[Hugo Slim](#), Malachite Group, UK

10.30 am

Coffee Break

11.00 am

**Panel 1**

**Companies: Conflict Sensitive  
Engagement?**

*Speakers*

[Daniel Bloch](#), Chocolats Camille Bloch SA  
[Ulrich Grauert](#), Danzer Group  
[Stefanie Koch](#), Holcim Ltd

*Moderation*

[Victor Schmid](#), swisspeace,  
Business Advisory Board

12.30 pm

Lunch

### Afternoon Session

1.30 pm

**Panel 2**

**Local Businesses: Collective  
Action for Peace?**

*Speakers*

[Iyad Joudeh](#), Solutions for Development  
Consulting Co., Occupied Palestinian  
Territory  
[Padma Jyoti](#), Jyoti Group of  
Companies, Nepal  
[Constantinos Lordos](#), Lordos  
Organisation, Cyprus  
[Manique Mendis](#), Rainbow Resources  
Lanka Ltd, Sri Lanka

*Moderation*

[Rina Alluri](#), swisspeace

3.00 pm

Coffee Break

3.30 pm

**Panel 3**

**Perspectives: Engaging  
Business for Peace?**

[Hans-Peter Egler](#), SECO  
[Christine Kaufmann](#), University of  
Zürich  
[Andreas Missbach](#), EvB

*Moderation*

[Anita Müller](#), swisspeace

5.00 pm

**Closing Remarks**

[Laurent Goetschel](#), swisspeace

5.30 pm

End of Conference

# Speakers

## Speakers

**Rina Alluri**, Researcher, swisspeace and PhD Student, University of Basel

**Daniel Bloch**, Chairman of the Board and CEO, Chocolats Camille Bloch SA, Switzerland

**Hans-Peter Egler**, Head of Trade and Clean Technology Cooperation, State Secretariat for Economic Affairs (SECO), Switzerland

**Prof. Laurent Goetschel**, Director, swisspeace and Professor of Political Science, University of Basel

**Ulrich Grauert**, COO Lumber Africa, Danzer Group, Switzerland

**Dr. Andrea Iff**, Senior Researcher Business & Peace, swisspeace and Lecturer, University of Basel

**Iyad Joudeh, Managing Director**, Solutions for Development Consulting Co., Occupied Palestinian Territory

**Padma Jyoti**, Chairman, Jyoti Group of Companies, Nepal

**Prof. Christine Kaufmann**, Chair for Constitutional and Administrative Law and for European and International Law, University of Zürich, Switzerland

**Stefanie Koch**, CSR Manager, Holcim Ltd, Switzerland

**Constantinos Lordos**, Chairman, Lordos Organisation, Cyprus

**Manique Mendis**, Communication Specialist, Rainbow Resources Lanka Ltd and founder CEO, Business for Peace Alliance, Sri Lanka

**Dr. Andreas Missbach**, Member of the Executive Board, Erklärung von Bern (EvB), Switzerland

**Dr. Anita Müller**, Director, Head of Programs, swisspeace

**Prof. Hans-Balz Peter**, President, swisspeace and Honorary Professor for Social Ethics, Departement of Theology, University of Bern

**Dr. Hugo Slim**, Director, Malachite Group and Visiting Fellow at the Oxford Institute of Ethics, Law and Armed Conflict, University of Oxford, UK

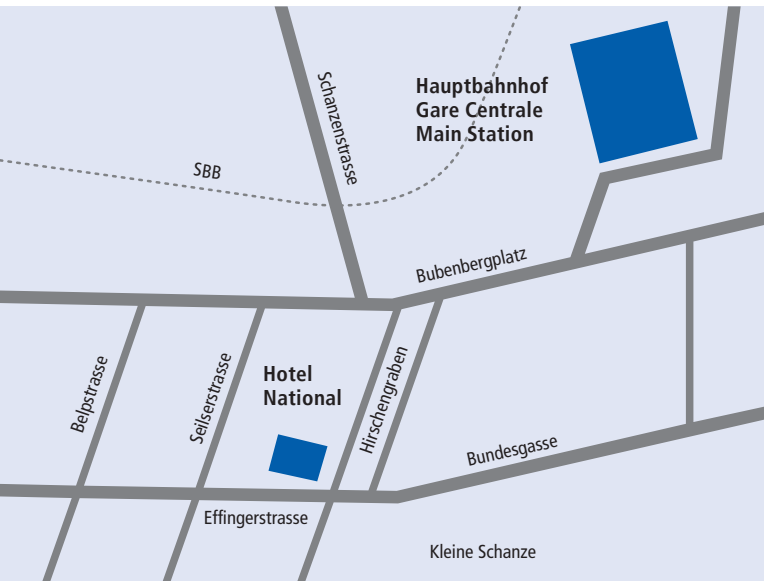
**Dr. Victor Schmid**, Member of the Business Advisory Board, swisspeace and Senior Partner, Hirzel.Neef.Schmid.Konsulenten

## Venue

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Theatersaal  
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Fondazione svizzera per la pace  
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