

Danica Purg -Danica Purgešević-
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Turkish Embassy in Ljubljana
INVITATION AND REQUEST FOR SUPPORT

Subject:

Your Excellency, dear Mr. Ambassador,

I hope that you are doing fine and that we shall have the opportunity to receive you in our school at Bled this year, again, especially since we are organizing and hosting the tenth European Leadership Centre's conference centered on the theme of "The EU and Turkey: Business and Political Leadership for a Common Future". The conference will take place at the IEDC-Bled School of Management on June 7 and 8, 2012 and we have strong hopes that Mr. Egeмен Bagis, Minister for European Union Affairs will be the keynote speaker.

The conference is co-organized with Centre for Leadership Studies, University of Exeter; International Leadership Association, USA and Institute for the Danube Region and Central Europe, Austria. Every year we also look for a new partner who could support us in co-organization and we have invited DEIC and YOSIAD to be our partners in sending the invitations to the conference to their networks and to support us in program development by inviting the appropriate speakers and by inviting the business leaders from Turkey.

We would be extremely pleased and honored if we could also count on your support by your welcome attitude and by helping us to invite some business people from Turkey to the event. We would also appreciate if you could send a letter in support of our conference and our invitation to the office of Mr. Egeмен Bagis.

European Leadership conferences have been organized since 2003 and always deal with the most pertinent leadership issues. They are a dialogue between business and government leaders, NGO and media representatives as well as leadership experts and researchers. For these year's conference we have chosen the following theme:

- EU and Turkey, A Leadership Challenge
- Europe and Turkey: Historical Links, Actual Relations and the Future
- Current Political and Investment Climate
- Role of Multinationals in Developing EU - Turkey Business Relationships
- The Role of Small and Media Sized Businesses in developing EU - Turkey business relationships (here we are planning to talk about hidden champion companies in Turkey and the research we did about them previously)
- Leadership Challenge: A Success Story of EU - Turkey partnership

After each conference we publish the conference proceedings with all the speeches and discussions which represent an important contribution to leadership research.

Your Excellency, dear Mr. Ambassador, we hope that we may count on your support and that the conference will contribute to the development of cooperation between the EU and Turkey.

Yours,

Danica Purg

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IEDC-Bled School of Management is the most innovative international business school in Central and Eastern Europe with excellent ties to the business community in the region. In 2011, IEDC celebrated its **25th anniversary**. Since then, more than 100,000 participants from 70 countries have attended the IEDC educational programs and the school has been named **among 100 top business schools in the world** concerning innovations, for demonstrating significant leadership in integrating social, environmental, and ethical issues into its programs. IEDC is every year visited by over three thousand participants, 70 per cent of which come from abroad.

The school offers a full **portfolio of executive development programs and customized programs** for companies. Its programs are one- and two-year Executive MBA and three-year Presidents' MBA, Doctoral Degree in Management (Executive PhD), five-week General Management Program (GMP), Young Managers Program (YMP) for younger potential managers, and Discover Management Program (DMP) for university graduates. IEDC also offers customized programs, tailored to the specific needs of companies and organizations, and a portfolio of short executive development programs and forums for the needs of managers and leaders. IEDC's Executive MBA programs are all internationally accredited by AMBA (Association of MBAs), EQUIS (International Quality Accreditation), and as a specialized master's degree according to the Bologna declaration. Its executive education programs are widely recognized as among the best in Europe.

Professor **Danica Purg**, President of IEDC, has been named the 2010 Educator/Dean of the Year Award by the Academy of International Business (AIB) for her outstanding achievements in international business education. As the third European awardee, she joins an elite list of deans from top international business schools around the world who have received the AIB Dean of the Year Award.

IEDC is well known for its innovations in how management education is conceptualized, designed, and delivered. In 2009, it was named among 100 top business schools in the world concerning innovations for demonstrating significant leadership in integrating social, environmental and ethical issues into its programs according to the Aspen Institute's 2009-2010 edition of Beyond Grey Pinstripes, the only ranking that evaluates how well schools are preparing their students for the environmental, social and ethical complexities of modern-day business. IEDC was the only school from Central and Eastern Europe to receive this recognition. In 2011, IEDC was conferred the Golden Order for Services by the President of Republic of Slovenia Dr. Danilo Turk, for its pioneering work in the field of business education in Slovenia and CEE and for its contribution to putting forward high business standards by teaching good practices and sharing new expert knowledge.

IEDC believes in ethical and socially responsible leadership which can be promoted through learning from art, science, sport and other different professions, drawing parallels around them and making people reflect. In terms of introducing ethics and aesthetics into the business curriculum, IEDC has designed an ethics component into all its longer management programs more than twenty years ago. As an additional innovation, sustainable development has also been added to the curriculum. Over the last decade, IEDC has pioneered work on the incorporation of the arts and artistic processes into management education. The school itself was designed and built as an art gallery and is conceived as a place where managers come not only to learn but also to become inspired. IEDC has also incorporated Art and Leadership as part of its Executive PhD course which is one of the first of its kind in the world.

It is also the headquarters of international management development association CEEMAN and its International Management Teachers Academy, the European Leadership Centre, as well as of the Slovene branch of the United Nations Global Compact.

In September 2002 the European Leadership Centre (ELC) was established to promote European leadership through conferences, workshops, round table discussions, and research.

The ELC founders believe in the importance of good leadership in providing heightened European competitiveness and also more progressive and socially responsible European development. They are convinced that our European origins provide a unique opportunity to define a new leadership direction towards more statesman-like, long-term and responsible leadership.

The European Leadership Centre therefore positions itself as a centre of excellence to spearhead directions and actions for leaders wishing to enhance Europe's capability of playing a critical and competitive role in the world economy and world affairs. It is a forum for dialogue between business, policy makers, unions, and the media on issues related to European leadership.

Founding members are:

- Prof. Derek Abell, Emeritus, ESMT European School of Management and Technology
- Prof. Pierre Casse, Dean Emeritus, Berlin School for Creative Leadership
- Prof. Paul Claudel, IAE University Aix-en-Provence
- Prof. Danica Purg, President, IEDE - Bled School of Management

ELC's vision is to:

- Create a forum for European business and government leaders
- Promote leadership excellence among European leaders
- Enhance the synergy between the public and private sectors in Europe

ELC's mission is to bring together European business, government(s) and NGO leaders with the aim of assessing and promoting European leadership through the organization of conferences, workshops and research.

The ELC has three main objectives: to promote knowledge of leadership in Europe via applied research and networks; to organize conferences, seminars and workshops to develop leadership capabilities and share ideas on this subject with the world; and to set up focused round table discussions for distinguished European leaders on specific themes.

ELC's Conferences

2012	The EU and Turkey; Business and Political Leadership for a Common Future
2011	The EU and Russia: Business Opportunities and Leadership Challenges
2010	Can European Leaders See Around the Corner and Find Creative Solutions?
2009	Leading in Crisis: Challenges and Opportunities for Europe
2008	Leadership Scenarios for Europe's future
2007	Historical European Leaders: What Can We Learn from Them?
2006	European Leadership Trends and Success Stories
2005	Leadership and the Media: The European Challenge

- 2004 Future of Europe: Leadership at the Public/Private Sector Interface
2003 Creating an Agenda for European Leadership
Each year the proceedings of the conference are published

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