



For its second edition, the GENEVA FORUM will bring together as wide a variety of professions as possible in a professional and social gathering with a constructive atmosphere. The main themes developed in Porto Allegre or Davos will move towards concrete applications with the GENEVA FORUM.

Our Belief is that durable progress will essentially become possible through entrepreneurship. To achieve this it is essential that the right people should find themselves in the right positions. Some of the current actors in finance, industry, etc. aspire to make deals while serving mankind. And they have the necessary skills to do it. The spirit is that of the engaged consensus. A middle way in the major process of change.

Whoever you are, whatever your trade or your professional project is, the GENEVA FORUM is for you.

Event	Market fair - Business challenges - Knowledge 2 nd meeting www.thefound.ch
Venue	International Conference Center of Geneva Rue de Varembe 15, Geneva
Dates	Thursday 03 to Sunday 06 October 2002 included
Organiser	FOUND Foundation CP 287, 1219 Le Lignon, Genève, Switzerland Tel. from Switzerland : 0900 84 34 54 Tel. from foreign : ++41 797 84 34 54 email : forum@thefound.ch

Thematic general programme

Market Place (October, 3rd – 4th) ICCG

Animated meeting	03 and 04 October 2002	09:00 - 18:00
Aperitif and lunch meeting	03 and 04 October 2002	12:30 - 14:00

Events (October, 3rd – 4th) Others venues

Workshop of SUSTAINABLE MANAGEMENT <i>Invited event with the co-operation of the "Club of The SUSTAINABLE MANAGEMENT" of Geneva</i>	03 October 2002	15:00 - 17:30
Scientific spectacle <i>Event open to the public. Gala of the GENEVA FORUM + theatre about scientific culture "Le Cabaret Pasteur"</i>	03 October 2002	20:30 - 22:00
Dinner-debate <i>Internal meeting of the "GENEVA FORUM 2002's Friends" (the mentors and close network of the FOUND Foundation)</i>	04 October 2002	19:30 - 21:30

Business challenges (October, 3rd) ICCG

Opening conference	03 October 2002	09:00 - 10:00
Management and entrepreneurship sessions	03 October 2002	10:00 - 12:30 and 14:30 - 17:00

Knowledge (October, 4th) ICCG

Opening conference	04 October 2002	09:00 - 10:00
Scientific sessions	04 October 2002	10:00 - 12:30 and 14:30 - 17:00

Technical workshops (October, 5th – 6th) Geneva region and others Swiss towns

Technical animation <i>Seven technical workshops about last paradigmatic innovations which are available on the commerce</i>	05 and 06 October 2002	10:00 - 12:00 and 15:00 - 17:00
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Organisations invited by the FOUND Foundation to participate in the GENEVA FORUM

To do business while serving mankind

- Companies and people needing partners,
- Companies that can provide excellent paradigmatic innovations, and products and services both unique in the market and strategic to mankind,
- Investors and banks ready to invest in the technologies mentioned above and willing to benefit from powerful assessing tools for these technologies,
- Researchers who have conducted relevant works in the development of the great discoveries and breakthrough quoted in the FOUND Foundation manifesto.

Guideline and application procedure

1) If your registration is accepted: you are an active participant

As soon as you have asked for the present file, you belong to a list of pre-registered participants and benefit from exclusive information on what is preparing in the GENEVA FORUM.

You can then register as an active member and a *pass* will be delivered to you after your registration form has been examined.

This *pass* entitles you to many business cooperation services.

It is delivered to those who want to make the GENEVA FORUM their own exhibition. Because you will be selected according to your activities or thanks to the support of an already registered mentor (see 3), you will be an active participant in the GENEVA FORUM and your presence can shape its programme differently.

2) If you have a stand: you are an opinion leader

Once you have your *pass*, you can take a stand and communicate easily.

Indeed, by exhibiting your activities in a stand, you have a chance to promote your projects to other participants. You have become an opinion leader, in the GENEVA FORUM as well as in the world.

3) If you have other people register: you are a mentor (your pass become free)

The GENEVA FORUM is based on an original concept: every participant promotes the event in its network. Therefore, you can benefit from the professional contacts of other participants and they can develop their network with yours. By inviting friends, colleagues and professional contacts to register to the GENEVA FORUM 2002, you become their mentor. Moreover, you belong to the "GENEVA FORUM 2002's Friends" and you obtain a 10% rebate on your *pass* for every contact registered. Therefore, if 10 new participants are registered thanks to you, your entry is free!!

While reducing your own fees, you give them the opportunity to participate in a unique business congress. Your support will also facilitate their registration since they will automatically be registered (no selection!).

4) If you have more than ten registers: we contribute to your travel expenses

For every new registration over the first ten, we transfer to your account 10% of the *pass*' price. If your trip costs CHF 300 (Eur 200), all you need is to have five more persons register to make it free. Not only do you participate free of charge and your trip is costless, but you also invite part of your network, to work with them thoroughly, benefiting from the infrastructure of the GENEVA FORUM.

5) If your country is the best represented: it will become next year's honour guest

If the organisers consider that your country is the best represented in the forum in terms of quality, you will become next year's honour guest.

Therefore you will benefit from significant privileges:

- Your country thus have the possibility to host in June 2003 the last conference of the annual cycle of "conferences for the unity of knowledge" organised by the FOUND Foundation,
- All your fellow citizens will benefit from attractive fees for their registration to the GENEVA FORUM 2003,
- Your country will be the special guest of the GENEVA FORUM 2003 and will be highlighted during the 3 months before the meeting.

In 2001, France was the country the best represented.

That is why we have set up the "French village" for every French participant.

EXCLUSIVE

To obtain your *pass* (registration 1/4)

To be sent as soon as possible by fax or email to your advisor (see on the last page)

Personal information (for badge and attending list)

Mr Mrs Ms

NAME : _____ First name : _____

Company, university, organisation : _____

Job Title : _____ Service/Department : _____

Address : _____

Zip code : _____ Town : _____ Country : _____

Tel (+ inter code) : _____ Fax (+ inter code) : _____

e-mail : _____ Web site : _____

Did you participate in the first GENEVA FORUM in 2001 ? Yes

Accompanying person (members of your team and/or family)

Mr Mrs Ms present at the workshop

1) NAME: _____ e-mail: _____

Job Title: _____ Service/Department: _____

Mr Mrs Ms present at the workshop

2) NAME: _____ e-mail: _____

Job Title: _____ Service/Department: _____

Mr Mrs Ms present at the workshop

3) NAME: _____ e-mail: _____

Job Title: _____ Service/Department: _____

Mr Mrs Ms present at the workshop

4) NAME: _____ e-mail: _____

Job Title: _____ Service/Department: _____

Arrival and departure (If you do not know yet, please do not fill)

Arrival _____ Oct. 2002 Time of arrival: _____ h

Departure _____ Oct. 2002 Time of departure: _____ h

Company description and motivation (for acceptance and presentation on official guide)

Obtain your pass

No more than 6 hand written lines in English

Do you have a registration mentor? (If an already registered friend or colleague offered to register you in turn, your candidature is automatically accepted, you just have to apply and follow all other indications)

NAME : _____ First name : _____

Organisation of your participation (registration 2/4)

Please send it with page 1/4 by fax or email to your advisor (see on the last page)

Market fair *PASS*

Entrance	CHF 600 per first <i>pass</i>	Nbr : _____
	CHF 400 per accompanying person	Nbr : _____
This price includes:	<i>Pass to the permanent FORUM on line</i> <i>Pass to the "market place" room of the FORUM on line</i> <i>Pass for exhibition, sessions and Gala of the GENEVA FORUM from Oct. 03rd to 04th</i>	
	Total :	_____ (CHF)

Stand

Normal stand	CHF 650 / first 6m ² for indoor ground floor space (3m x 2m)	Nbr : _____
	CHF 550 / 6m ² for additional surface, if any, by 6m ²	Nbr : _____
Special stand in the honour Guest Village (France)	CHF 450 / first 6m ²	Nbr : _____
	CHF 400 / additional 6m ² surface	Nbr : _____
	<i>Only for French participants</i>	
This price includes:	Partition walls around the space 3m x 1m (installed) 1 table, 2 chairs, 1 sign and 220 V electricity <i>Pass to the "exhibitor" room of the FORUM on line</i> <i>For more stand options, please see with your advisor</i>	
	Total :	_____ (CHF)

Sessions

Entrepreneurs sessions	CHF 100 a half an hour conference on October, 3 rd	Nbr : _____
Researchers sessions	CHF 100 a half an hour conference on October, 4 th	Nbr : _____
This price includes:	Organisation and introduction of your conference Distribution of your documentation <i>Pass to the "conferences" room of the FORUM on line</i>	
	Total :	_____ (CHF)

Staff costs (In case of expected absence on your part or to support your team in Geneva)

Scientific receptionists	English and French spoken CHF 1,000 / person per day	Nbr : _____
	<i>Each company must supply this information on 10th September at the latest</i>	
Installation fees	CHF 250 / stand of 6m ²	Nbr : _____
	<i>Installation of your posters and others exhibition objects</i>	
	<i>For larger surfaces, please contact us</i>	
	Total :	_____ (CHF)

Dinner-debate ("What was corrupted by the fault of men can be repaired by the work of men")

October, 04 th -- evening	CHF 120 / per person	Nbr: _____
	<i>Reserved for the "GENEVA FORUM 2002's Friends" (the mentors)</i>	
	<i>Translation into English/French</i>	
	Total :	_____ (CHF)

Sub-total 1 for exhibition fees

CHF

Organisation of your communication (registration 3/4)

Please send it with pages 1/4 and 2/4 by fax or email to your advisor (see on the last page)

Stand in the Gala hall	CHF 1,500 for the evening (6 m ² stand) (1,200 visitors: all participants and Genevan guests and public)	Nbr : _____
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Total : _____ (CHF)

Official exhibition folder	CHF 2,000 / exclusive merchandising (pen, notebook, bag...) <i>Please ask your FOUNDED Foundation advisor to benefit from the exclusivity of this merchandising.</i> <i>This folder will be given to all participants and press.</i> <i>Each company must supply these 800 marketing objects by September, 20th by post.</i>	Nbr: _____
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Please detail the inclusions you choose : _____ Total : _____ (CHF)

Official guide of the site	CHF 2,400 for the exclusive 2 nd , 3 rd and 4 th cover page	Nbr : _____
60 pages A4 magazine	CHF 1,200 for and internal plain page advertisement	Nbr : _____
(4 colours)	CHF 800 / 10 by 21 cm advertisement	Nbr : _____

Each company must supply this information by September, 10th at guide@thefound.ch

Total : _____ (CHF)

Official press folder	CHF 1,000 / A4 feature included (max. 10 pages) <i>Each company must supply this feature by September, 20th by post.</i>	Nbr : _____
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Total : _____ (CHF)

Gala's prizes	<i>Sponsoring : Your name is mentioned 3 times at least and your logo is displayed on the wall during all the speeches.</i>	
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Great GENEVA FORUM prize	CHF 5,000
GENEVA FORUM prize for alimentation and therapy	CHF 3,000
GENEVA FORUM prize for sociology and identities	CHF 3,000
GENEVA FORUM prize for urbanism and energies	CHF 3,000
GENEVA FORUM prize for education	CHF 3,000
GENEVA FORUM prize for finances and development	CHF 3,000
GENEVA FORUM prize for tourism and leisure	CHF 3,000
GENEVA FORUM prize for philosophy	CHF 3,000
GENEVA FORUM prize for young hope	CHF 3,000

Please specify the prize you choose to sponsor : _____ Total : _____ (CHF)

Sub-total 2 for exhibition fees	_____ CHF
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Workshops

October, 5th and 6th Technical-Workshops

The workshops are also available independently from the GENEVA FORUM.
They are therefore the object of a different document (published in August 2002).

All the members of the FOUNDED Foundation network (like you) will receive the workshops' catalogue directly by email.

WARNING : only 5 places out of 20 are booked for the participants of the GENEVA FORUM. The remaining 15 places will be attributed in chronological order of registration.

Dates/Deadlines

Submitting application	Please submit the above application to your nearest advisor <i>(see the last page)</i>
Review/interview	Review of application and interview by the advisor <i>The selection of participants will be conducted in FOUND's sole discretion, but objectively. It might imply an interview with an advisor.</i>
Acceptance	Notification of acceptance <i>If you are selected to participate in the GENEVA FORUM 2002, you will be notified by e-mail. You will also receive all the details concerning the method of payment.</i>
Payment	Payment of participation fees <i>Please pay the participation fees within 10 days after the notification of acceptance in order to obtain the formal right to participate in the GENEVA FORUM. (see the Cancellation Policy, page 6).</i>
Official acceptance	Letter of acceptance of participation <i>Once we receive your payment, we will send you this Official Acceptance.</i>
Business arrangement	Arrangement of business meetings with others participants <i>We can plan your business meetings so do not hesitate to ask us if you are interested in participants in particular. The FORUM online will be open as an exchange list, with appropriate companies.</i>
Stand furniture	Sending of the stand furniture according to your requirements <i>Please see with your advisor (see the last page)</i>
Participation	Participation in the GENEVA FORUM 2002 <i>Participants must present the Letter of Acceptance and an ID card at the reception desk..</i>

Overview of the schedule

	Wednesday 10.02	Thursday 10.03	Friday 10.04	Saturday and Sunday 10.05-06
	<	GENEVA FORUM 2002		>
		Market place		> < Workshops >
	Preparation	Business challenges	Knowledge	Know-how
09:00		Opening session	Conference	
10:00		Market place	Scientific sessions	
11:00		Lunch and exhibition	Lunch and exhibition	Workshops To know how to practice paradigmatic innovations.
13:00		Entrepreneurs sessions	Scientific sessions	(See programme on the web site www.thefound.ch in waiting to receive the official form by email in august)
18:00				
19:00	Welcome to the Exhibitors	Drinks	Drinks	
20:00		Free dinner	Conference dinner	
21:00		Gala & Scientific spectacle		

GENEVA FORUM Advisors

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