

Opening session

The opening session of the FEICA European Adhesives Conference 1999 will feature two key-note speakers, both distinguished leaders in their respective fields. They will set the tone for the Conference.

Albert P.L. Stroucken is the CEO of the world-wide adhesives manufacturer H.B. Fuller since April 1998. Coming from Bayer AG, Stroucken replaced Walter Kissling who had been with H.B. Fuller for 41 years.

Mr. Stroucken joined Bayer in 1969. He has held various positions within the large chemical and pharmaceutical company, most recently as general manager of its Inorganics Division. He has shown excellent skills in re-engineering the business and steering diversity and productivity initiatives. Mr. Stroucken has a vast experience in international business.

In the past year H. B. Fuller has announced an intense phase of restructuring, concentrating its production and business units throughout the world. We are sure that Mr. Stroucken will give us an insight in these efforts.

Moritz Suter is probably one of the most well-known entrepreneurs of Switzerland. Some twenty years ago, he founded Crossair, now one of the most successful regional airlines of the world. Mr. Suter bases his entrepreneurial idea on a simple but highly successful recipe: give the customers the service they desire.

He started his career as a pilot in Swissair and during this period formed his idea for a regional air carrier. Often looked upon with a superior smile from his competitors, they have now learned to respect the company that employs 2.500 staff and in 1997 had a turnover of CHF 850 million.

Mr. Suter has managed to find a niche in the marketplace that was unoccupied, and has also managed to expand it. We are looking forward to hear his view on leadership and entrepreneurship.



Albert P.L. Stroucken



Moritz Suter