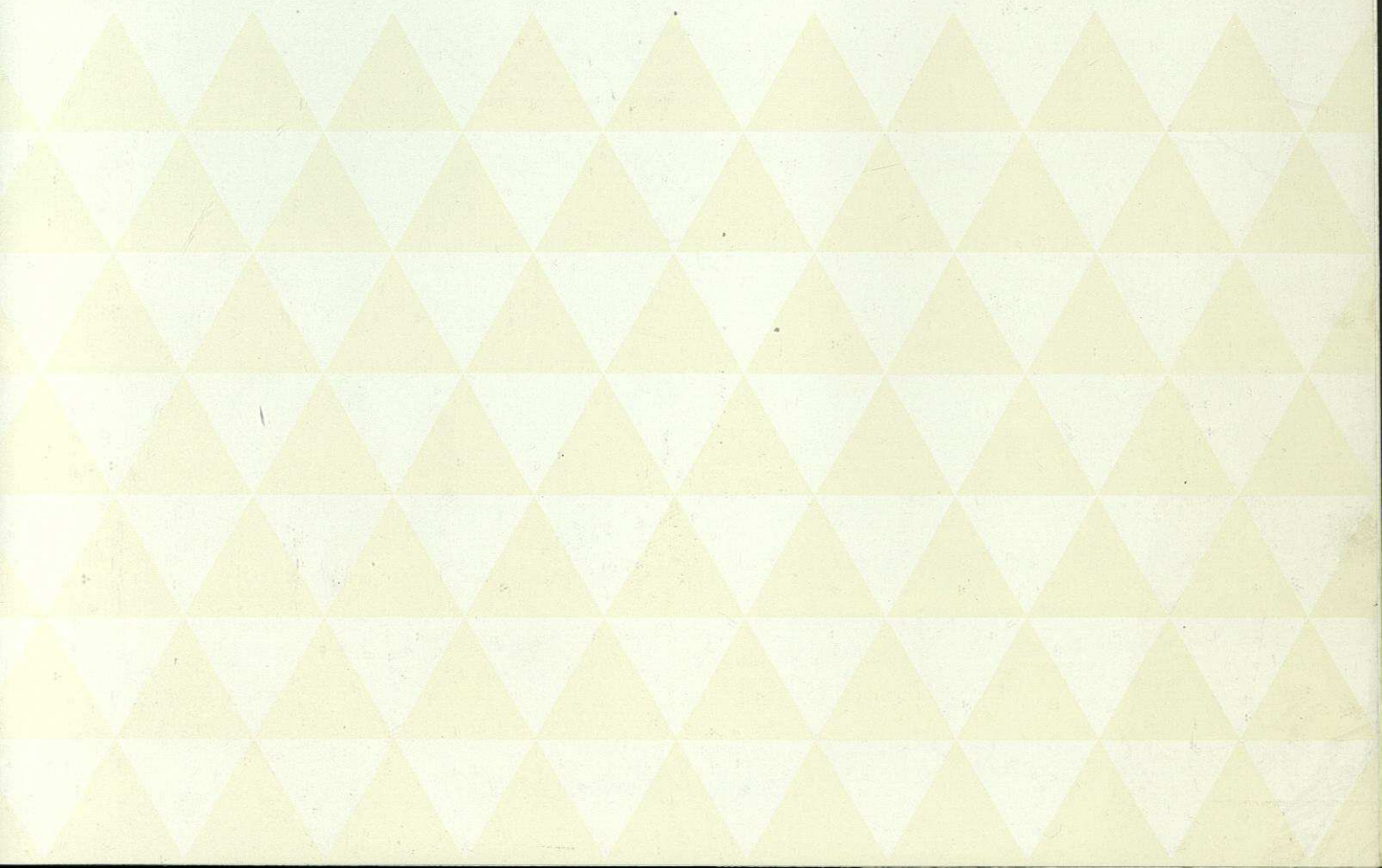
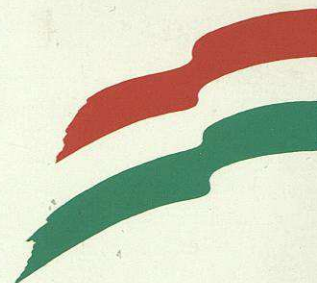


# International Conference Programme

BUTLER COX  
FOUNDATION

Transformation and Renewal

Budapest, Hungary  
11-13 November 1990





## International Conference

Transformation and Renewal

Duna Inter.Continental Hotel  
Budapest, Hungary  
11-13 November 1990

The first conference ever held  
in Eastern Europe for senior  
information managers and their  
business colleagues.



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## Introduction and description

Momentous changes have been taking place in Eastern Europe during the past year. Centrally planned economies are becoming more market oriented, and countries that have had little experience of political or economic freedom during the last 40 years are now attempting to transform themselves by setting up new structures. Information technology (IT) has had a significant influence on these changes – television broadcasting from the West created powerful market demands, and public switched telephone and fax services undermined the old controls.

Similar changes are affecting Western economies, also catalysed by IT. Competition is more intense, new markets are

emerging, industry boundaries are being redefined, governments are dismantling old controls and imposing new ones, corporations are seeking new organisation structures, managers are finding that traditional assumptions about their duties and powers are no longer valid, and new patterns of work and pleasure are emerging. This is an age of discontinuity, but also of transformation and renewal.

It is against this background that we are holding our annual international conference in Budapest, Hungary – the first conference of its kind in Eastern Europe. *This is a conference for senior managers who want to look at their own position from a fresh perspective, to understand the changes taking place in the business world, especially those being promoted by IT, and to gain some fresh ideas on how the alert and far-sighted are responding.*

We have assembled an international panel of speakers from a variety of backgrounds, and we have deliberately designed the programme to provide maximum opportunity for delegates to review and discuss their ideas.

The conference will start on Sunday evening, 11 November, and will end on Tuesday afternoon, 13 November. On the following day, there will be a supplementary seminar, presented by the International Management Center, Budapest, for those wishing to gain a deeper insight into the problems of setting up free-market structures in Eastern Europe and the opportunities for Western firms.

In this brochure, we describe the conference programme, give details of the speakers, and provide venue and travel information. The social programme is described in a separate brochure. Your conference registration form is also enclosed.

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## Conference agenda

### Sunday 11 November

Welcome cocktail and informal dining parties

### Monday 12 November

*The Long-Term Impact of Technology*  
Thierry Gaudin (France)

*European Trends in Information Management*  
Roger Camrass (United Kingdom)

*New Success Factors for Information Systems Managers*  
John Hammitt (United States)

*Technology Support for Strategic Management*  
Giorgio De Michelis (Italy)

*Opportunities in Eastern Europe*  
Mark Palmer (United States)

### Tuesday 13 November

*Information Management in Eastern Europe*  
Tibor Vamos (Hungary)

*Networking, and the Shape of Future Corporations*  
David Stone (Switzerland)

*Telecommunications Regulations – A Framework for Progress*  
Sir Bryan Carsberg (United Kingdom)

*People, Organisations, and the Future of Work*  
Charles Handy (United Kingdom)

*Global Problems and Global Solutions*  
David Butler (United Kingdom)

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## The Long-Term Impact of Technology

Thierry Gaudin

Director, CPE

French Ministry of Industry and Research



Throughout history, there have been periods of great change that have transformed society. Today, we are living through just such a period. In this session, Thierry Gaudin will give his views on the profound impact of IT in creating the 21st century.

Thierry Gaudin has been in the French Ministry of Industry and Research for many years, concerned with the development of policies for technical innovation. Since 1982, he has been director of the Centre de Prospective et d'Evaluation (CPE), evaluating worldwide technological development. His book, *Aurore 2100*, will be published in October.

Thierry Gaudin is a polytechnicien, ingénieur général des mines. He is also president of CRETE, a non-government body promoting the use of technology in developing countries.

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## European Trends in Information Management

Roger Camrass  
Director, Butler Cox



The dual prospect of European market integration, and expanding links with Eastern Europe is challenging many traditional business practices. In particular, these changes are likely to challenge the viability of many national companies within larger multinational corporations. They may also precipitate a multitude of mergers and acquisitions, which could halve the number of major independent companies by the year 2000. These changes are stimulating a fundamental re-examination of the existing infrastructure within Europe, including telecommunications, transportation, and office premises.

In this presentation, Roger Camrass will identify the implications of these developments on both the systems function and the IT supply sector. These include harmonisation of infrastructure across national boundaries and the coordination of pan-European applications. He will propose a new approach to organising systems activity, and an associated agenda of priorities for the 1990s.

Roger Camrass is a director of the Butler Cox Group. Previously responsible for international consultancy activities, he has recently relocated to The Netherlands to take on responsibility for the development of the Group's business in the Benelux countries in preparation for the single European market. He holds degrees from Cambridge University and the Massachusetts Institute of Technology.

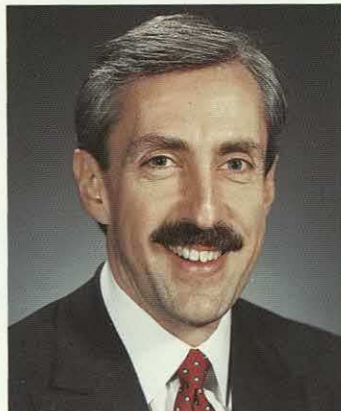
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## New Success Factors for Information Systems Managers

John Hammitt  
Vice President, Information Systems  
United Technologies Corporation



Today, IT gives systems managers an unprecedented opportunity to contribute to the success of our business and public institutions, yet actual results often fall short of those promised. During this presentation, John Hammitt will discuss the forces affecting the successful exploitation of IT. Starting with those forces over which we have little control – the broad business context – he will then examine those that we can influence – the selection of key business opportunities, the talent within our corporations, and the leadership needed to produce results. He will propose a new set of critical success factors for systems managers.

Based in Hartford, Connecticut, United Technologies Corporation designs and manufactures high-technology products, including Pratt & Whitney aircraft engines, Sikorsky helicopters, and Otis elevators. John Hammitt joined the firm in 1988 and is responsible for implementing corporate strategies for information systems in the commercial, manufacturing, engineering, and advanced technology areas of the business.

A chemical engineer by training, John Hammitt holds an MBA from the University of Chicago. He is the current president of the Society for Information Management.

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## Technology Support for Strategic Management

Professor Giorgio De Michelis  
University of Milan



The traditional bureaucratic, monolithic corporations of the past, trading with a few clearly defined products in clearly defined markets, are being replaced by highly differentiated, constellation companies responding with many products or services to rapidly changing market opportunities. It therefore becomes increasingly difficult to align strategies for organisation development, human resources, and technology with the overall business strategy. Today's corporations need new tools to enable them to analyse and control their multidimensional strategies. In this presentation, Professor De Michelis will discuss the latest developments in software and applications that enable managers to get a grip on this problem.

Giorgio De Michelis is associate professor of information science at the University of Milan, and is one of the founding partners of RSO Futura, the company that represents the Butler Cox Foundation in Italy. He is responsible for research in the fields of concurrent systems (within the Esprit DEMON project), and office automation (within the Esprit ITHACA project). He has developed a language for representing organisational processes, and a prototype system for coordinating office activities. He is co-founder of Lito, the first newsletter in Italy concerned with technological and organisational innovation.

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## Opportunities in Eastern Europe

Mark Palmer  
President and Chief Executive  
Central European Development Corporation



**E**ast Central Europe is the new frontier for Western business. While the restructuring of these countries' economies during the next three to five years will be difficult, the medium- and longer-term picture is clear and positive. Annual rates of growth of 6 per cent or more, sustained over a decade, are possible. Mark Palmer will explore these ideas and outline the opportunities for international business. He will also discuss the implications for, and importance of, IT in this context.

A graduate in Soviet affairs from Yale University, Mr Palmer has had a distinguished career in the United States Foreign Service. Between 1982 and 1986, he was Deputy Assistant Secretary of State in charge of US relations with the Soviet Union, and was US Ambassador to Hungary from 1986 to 1990.

The Central European Development Corporation is an investment group of leading Canadian and American businessmen, with offices in Budapest, Prague, Berlin, and New York.

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## Networking, and the Shape of Future Corporations

David Stone

Corporate Vice President, International Engineering and Strategic Resources

Digital Equipment Corporation



From a purely technical standpoint, international networking is now possible across the world, but a worldwide infrastructure is not yet complete, for both economic and legal reasons. Service levels therefore vary widely from country to country. However, technical progress is reducing economic barriers and making networks easier to install, operate, and use. At the same time, capability and quality are improving and costs remain reasonable. In this presentation, David Stone will examine international networking, emphasising longer-term trends and providing insights for those who hope and plan for a more interconnected world.

In his strategic resources role, David Stone is responsible for planning the course of Digital Equipment Corporation (Europe) through to the next century, and for ensuring that it has the proper partners, technology, and markets. He joined Digital in 1970, and has held a succession of management positions in the software services and engineering areas.

He is a mathematics graduate of Harvard University, and holds an MSc from the University of Pennsylvania.

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## Telecommunications Regulations – A Framework for Progress

Professor Sir Bryan Carsberg

Director General, UK Office of Telecommunications



In most countries, the telecommunications infrastructure has traditionally been provided by state-owned organisations. The effect of this has been to create a tightly regulated set of services, operating within national boundaries, which place constraints on the use of telecommunications as a business tool.

In the 1980s, the UK government adopted a more liberal approach by privatising British Telecom and introducing competition, and other countries are now following this pattern. Using the United Kingdom as an example, Sir Bryan will review the regulatory position in various countries, and will illustrate how a suitably regulated infrastructure can remove traditional constraints and provide a framework for business progress.

As Director General of the Office of Telecommunications in the United Kingdom since 1984, Sir Bryan is responsible for ensuring that the level and quality of telecommunication services is sufficient to meet demand, that effective competition is maintained, and that complaints are resolved.

Previously, he was Professor of Accounting at the University of Manchester and a visiting professor at the University of California. He has a degree in economics. He received his knighthood in 1989.

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## People, Organisations, and the Future of Work

Professor Charles Handy

Elizabeth Handy



New organisations will be radically different from traditional organisations of the past. The ways we work, the work we do, where we work, and when we work are all going to change. These changes will occur in many directions, and all at the same time. What economics makes necessary, technology now makes possible. The new organisations will not, however, be either easy to create or stable. The prospects are daunting, but we cannot turn our backs on the future; the more we are prepared for it, the better.

Charles Handy is a well known writer, teacher, and broadcaster. He is visiting professor at the London Business School, and a consultant to a wide variety of organisations in the business, government, and voluntary sectors.

His teaching has concentrated on the application of behavioural science to organisations, covering the management of change, the theory and practice of organisational development, the future of work, and the changes that demography and technology are bringing to organisations and to all our lives. He is the author of many books, the most recent being *The Age of Unreason*.

In 1987, he led an international study of management education and development for the British government, which made searching comparisons between practice in Britain, Germany, the United States, and Japan.

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## Global Problems and Global Solutions

David Butler  
Chairman, Butler Cox



The final decade of this century, and the early years of the next, seem likely to mark a decline in the acceptability of political and moral ideologies, at least in the non-Islamic world. In Eastern Europe, we have already witnessed a revulsion from central planning and control. In the rest of the developed world, we are beginning to realise that the market economy must take account of local and global environmental questions. These will be the years of pragmatism, the years in which the interests of the individual citizen will come closer to rivalling those of the power elite.

In this final session, drawing on the themes that have emerged from earlier speakers, David Butler will examine some of the future prospects for our societies. How will they manage the most difficult of trade-offs, that between freedom and equality? He will argue that the dominant philosophy of the

period, tacitly or openly embraced, will be utilitarianism – the promotion of the greatest good for the greatest number – and he will outline a central role for IT in the calculus of human benefit.

Global problems will demand global solutions. Global solutions will arise from global information. Will the computer save the human race?

David Butler was one of the co-founders of Butler Cox, and is well known as a researcher, writer, and consultant. As well as being chairman of Butler Cox, he is a director of AT&T ISTEEL, of Octagon Services Ltd (a venture capital company), and of JMI Seed Capital Ltd. He is an investment adviser to the United Bank of Kuwait. He has been a major contributor to many Butler Cox Foundation reports. His first novel, *The Men Who Mastered Time*, was published in 1986.

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## Supplementary Seminar: Problems and Opportunities in Eastern Europe

On Wednesday, 14 November, we have arranged a supplementary seminar, in conjunction with the International Management Center, Budapest, which will enable delegates to examine in greater detail the problems of creating free-market economies in Eastern Europe, and the resulting opportunities for foreign investment.

This seminar has been designed especially for the Butler Cox Foundation by the International Management Center.

The topics covered include:

- A comparative view of people and culture, East versus West.
- Moving from a centrally planned to a market economy.
- Industrial restructuring and opportunities for foreign investment.
- Case history - IT company.
- Panel discussion.

The International Management Center, Budapest, is the first of its kind in Eastern Europe. Set up in 1988 with extensive Western support, its aim is to promote in Hungary the introduction of management knowledge and techniques employed in a market economy. It has modern facilities in the suburbs of Budapest and all teaching is in English.

To ensure an interactive format for this seminar, attendance will be limited to 45 delegates. Please register for the seminar when you register for the conference.

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## Venue and Travel Details: Summary of Social Programme

### Venue

The conference itself, and delegates' accommodation, will be in the Duna Inter-Continental Hotel. Overlooking the river Danube, this is a five-star hotel with international levels of service and facilities.

### Travel

Most flights between Budapest and the main European capital cities arrive and depart in the early afternoon. Delegates will therefore need to arrive not later than Sunday afternoon, and will probably not be able to leave before Wednesday morning.

*Important: you will almost certainly need a visa to enter Hungary. These can normally be obtained quickly and easily. Contact your travel agent or your local Hungarian embassy.*

We strongly recommend delegates to make their flight reservations well in advance, particularly if they intend to arrive on Saturday or Sunday.

### Social programme

We have arranged the conference programme to give delegates an opportunity to see something of Buda and Pest, and to meet local business people and government officials.

Informal dinner parties have been arranged for all delegates on the Sunday evening, and the official conference dinner will be on the Monday evening.

Delegates' companions are welcome at both these events, and we have also arranged a full social programme, details of which are set out in the separate brochure.

### Registration

We have designed the conference programme to appeal specifically to IT directors and senior information managers. We suggest that they also invite their senior colleagues from outside the systems function, since they may also derive interest and value from attending.

Foundation members who wish to send delegates to this conference should complete the enclosed registration form and return it to the address shown on the form.

The price of the conference package, which includes three nights' accommodation, is £400, or the equivalent in your local currency. The full details of what this includes, the prices of the supplementary pre- and post-conference packages, and the companions' rate, are set out on the registration form.

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Butler Cox plc  
Butler Cox House, 12 Bloomsbury Square,  
London WC1A 2LL, England  
☎ (071) 831 0101, Telex 8813717 BUTCOX G  
Fax (071) 831 6250

*Belgium and the Netherlands*  
Butler Cox Benelux bv  
Prins Hendriklaan 52,  
1075 BE Amsterdam, The Netherlands  
☎ (020) 75 51 11, Fax (020) 75 53 31

*France*  
Butler Cox SARL  
Tour Akzo, 164 Rue Ambroise Croizat,  
93204 St Denis-Cédex 1, France  
☎ (1) 48.20.61.64, Télécopieur (1) 48.20.72.58

*Germany (FR), Austria, and Switzerland*  
Butler Cox GmbH  
Richard-Wagner-Str. 13  
8000 München 2, West Germany  
☎ (089) 5 23 40 01, Fax (089) 5 23 35 15

*Australia and New Zealand*  
Mr J Cooper  
Butler Cox Foundation  
Level 10, 70 Pitt Street, Sydney, NSW 2000, Australia  
☎ (02) 223 6922, Fax (02) 223 6997

*Finland*  
TT-Innovation Oy  
Meritullinkatu 33, SF-00170 Helsinki, Finland  
☎ (90) 135 1533, Fax (90) 135 2985

*Ireland*  
SD Consulting  
72 Merrion Square, Dublin 2, Ireland  
☎ (01) 766088/762501, Telex 31077 EI  
Fax (01) 767945

*Italy*  
RSO Futura Srl  
Via Leopardi 1, 20123 Milano, Italy  
☎ (02) 720 00 583, Fax (02) 806 800

*Scandinavia*  
Butler Cox Foundation Scandinavia AB  
Jungfrudansen 21, Box 4040, 171 04 Solna, Sweden  
☎ (08) 730 03 00, Fax (08) 730 15 67

*Spain and Portugal*  
T Network SA  
Núñez Morgado 3-6<sup>b</sup>, 28036 Madrid, Spain  
☎ (91) 733 9866, Fax (91) 733 9910