COMMUNIQUÉ DE PRESSE/PRESS RELEASE

Conference - Tribunes de l'ULB

The societal role of a multinational today

Thursday, February 5th 2015 – 18:00 : Swiss wines and cheeses - 18:30 Tribune (English-No translation).

ULB - Solbosch Campus - Dupréel room - Building S, 44 Av. Jeanne, 1050 Brussels. Free admission but registration is required

Acknowledging its role within the civil society, the ULB has been organizing since 2014 « Les Tribunes de l'ULB… ». The University invites all along the academic year, various experts to talk and debate on political, cultural, scientific and societal issues. The next Tribunes will host Paul Bulcke, CEO of Nestlé, on the theme of "the societal role of a multinational today".

Academic introduction by Pr. Kevin Jackson, (Daniel Janssen family Chair of Corporate Social Responsibility - ULB)

The European Union and Switzerland are home to some of the globe's largest Multinational Companies (MNC). These global corporate citizens are key drivers of the continent's economy, important sources of innovation and key players shaping the European commons. As both the European Single Market and the Swiss Economy seek to brace their economic models facing an accelerating globalization and heightened international competition, MNC’s choices will play a key role in shaping either's socio-economic outlook. Basing on his unique position, Paul Bulcke will question the role of business in society (role of the private sector, role of profit, role of innovation, investment, efficiency; responsibilities; opportunities; role of the food industry in society for the last 150 years and looking ahead), while referring more specifically to his company's approach and history.

Contact : info@tribunesulb.be

Le principe des "Tribunes de l'ULB"

Les Tribunes de l'ULB invitent un orateur, spécialiste des questions d'actualité politique, culturelle, scientifique et sociétale, à s'exprimer face au public. Cet expert, présenté par un professeur de l’ULB qui jouera le rôle d’animateur, disposera de 45 minutes pour exposer les grandes lignes de son sujet ainsi que son point de vue avant une séance de questions-réponses avec le public.

Les Tribunes de l'ULB ont lieu en fonction de l'actualité, un jour de la semaine de 18h30 à 20h, sur l'un des campus de l'ULB. L'entrée est libre et ouverte à tous. Plus d'information sur : tribunesulb.be