



[Welcome](#) > [Faculty & Research](#) > [Research Centres](#) > [CIBAM](#)

Centre for International Business & Management (CIBAM)

CIBAM aims to deepen the understanding of internationalisation and managing in the global economy. It draws upon the expertise of its Advisory Board, a group of eminent industrialists, chaired by Sir Martin Sorrell, CEO WPP, and its international staff and associates. It conducts research, seminars, workshops, biannual Global Business Symposia in Cambridge and also provides consulting services in the following areas:

- International business theory and strategy
- Foreign direct investment, clusters, networks, alliances and competitiveness
- National competition, industrial and competitiveness policies, privatisation, (de)regulation
- Human resources and intercultural strategic management
- Transition and emerging economies

CIBAM receives financial support from its Advisory Board Members, national and international organisations and the private sector. It currently runs projects and conducts research in Eastern Europe, Russia, the Asian Pacific regions, Western Europe and Latin America.

[Download the CIBAM Annual Report for 2006 \(pdf, 618KB\)](#)

(Can't open PDF files? [You may need to download Adobe Acrobat](#))



[Welcome](#) > [Faculty & Research](#) > [Research Centres](#) > [CIBAM](#) > [Events and Projects](#)

CIBAM Events and Projects

- [Update](#)
- [Global Business Symposium](#)
- [Annual Lecture](#)
- [Current Projects](#)
- [Further Details](#)

Update

This year's Annual CIBAM Lecture will be given by Costas Simitis, former Prime Minister of Greece, on the subject "European Challenges and the New European Treaty". [Find out more »](#)

[back to top](#)

CIBAM's Global Business Symposium

The CIBAM Global Business Symposium convenes twice a year at Cambridge. Attendees of the Symposia comprise Global Advisory Board Members and invited guests from the academic and business communities, the government and the civil service. Attendance is capped at 50 to preserve the informality and intimacy of the meeting.

The purpose of the Global Business Symposia is to encourage the free flow of information and discussion between the senior business, academic and political communities. Speakers are invited to address the Symposia on a matter of topical business interest chosen by the Global Advisory Board.

The most recent Global Business Symposium, on the topic of *Terrorism, Security and Business*, took place on 22-23 February 2007 at Corpus Christi College and Judge Business School, Cambridge.

[Download the programme \(pdf, 32KB\)](#)

Reports from Previous Global Business Symposia

- ["Science, Innovation and Technology"](#): Thursday 13th and Friday 14th July 2006 at Peterhouse and Judge Business School, Cambridge
- ["Media and Business: the Old and the New"](#): Thursday 23rd and Friday 24th February 2006 at Emmanuel College and Judge Business School, Cambridge
- ["The Environment and Sustainable Competitiveness"](#): Friday 15th and Saturday 16th July 2005 at Downing College and Judge Business School, Cambridge
- ["The Impact of Ageing Populations on the Global Economy"](#): Friday 25th and Saturday 26th February 2005 at St Catharine's College and Judge Business School, Cambridge
- ["Religion, Business and the Rise of Islam"](#): Friday 9th and Saturday 10th July 2004 at Magdalene College and Judge Business School, Cambridge
- ["Russia in 2008: Putin's Legacy to the Next President"](#): Friday 27th and Saturday 28th February 2004 at King's College, Cambridge
- ["Asia Pacific"](#): Friday 11th and Saturday 12th July 2003 at Corpus Christi College, Cambridge
- ["Corporate Governance"](#): Friday 28th February and Saturday 1st March 2003 at Peterhouse, Cambridge
- ["Europe and Business"](#): Friday 12th and Saturday 13th July 2002 at St John's College, Cambridge

[back to top](#)

CIBAM Annual Lecture

CIBAM has the pleasure to announce that the Annual CIBAM Lecture will take place this year on 31 January at 5.30pm, in the School's Lecture Theatre 2. Costas Simitis, former Prime Minister of Greece, will be our guest speaker.

Mr Simitis will be speaking on "European Challenges and the New European Treaty". As former Prime Minister of Greece Mr Simitis has a unique insight into European policy and democratic governance and it will be a great opportunity to listen to him.

All are welcome to attend, but an indication of attendance is requested due to limited space. Please email cibam@jbs.cam.ac.uk in order to register for the talk.

[Download the abstract and speaker biography for the 2008 CIBAM Annual Lecture \(pdf, 18KB\)](#)

Previous Annual Lectures

- Professor Pankaj Ghemawat, Harvard Business School
Why the World Isn't Flat - And Why That Matters for Business, 28 June 2007
- Professor Dame Sandra Dawson, Director, Judge Business School
Leadership, Performance and Trust, 10 June 2004
- Vicky Pryce, Chief Economics Adviser and Director General, Economics, Department for Trade and Industry, and Visiting Professor, Cass Business School (City University)
Life after Enron: What Has This Done to the Old Model of Company Behaviour?, 17 May 2002
- Dr Noreena Hertz, CIBAM Associate Director
The Silent Takeover: Global Capitalism and the Death of Democracy, 9 March 2001

[back to top](#)

Current Projects

The Importance of Clusters to Urban and Regional Prosperity in a Globalised Economy

One of CIBAM's current activities includes a project in association with the Universities of Barcelona and Rovira I Virgili, and L'institute, Universities of Birmingham, Ferrara and Wisconsin-Milwaukee. The project is entitled *The Importance of Clusters to Urban and Regional Prosperity in a Globalised Economy*.

Environmental Regulation and Sustainable Competitiveness

CIBAM is a partner in an international consortium of academics from the US (MIT), Sweden (Stockholm School of Economics; Chalmers University), Switzerland (ETH) and Japan (University of Tokyo), on a large and ambitious project focusing on "Environmental regulation as a firm competitive advantage." The consortium has received funding of 0,000 from the Alliance for Global Sustainability to investigate whether and how improved environmental performance is being or can be used by firms as an effective instrument for gaining competitive advantage. CIBAM is represented by Director Dr Christos Pitelis, faculty members Dr David Reiner and Dr Chris Hope, and Academic Associates Professor Niclas Adler, Professor Thomas Bernauer, Dr Jim Foster and Professor Kenneth Oye.

Tourism, Hospitality and Leisure Impact Assessment Study

CIBAM Director Dr Christos Pitelis is the lead partner in a consortium with Business Associate Mr Patrice Muller, Partner and Director of London Economics, and Academic Associate Dr Andy Neely, Chairman of the Centre for Business Performance at Cranfield School of Management, which has won a bid for £139K to undertake a research project for the "Best Practice Forum". Their "Impact Assessment Study" will focus on evaluating the impact on business performance and competitiveness of various business support measures, tools and techniques provided under the "Profit through Productivity" programme to small and medium sized enterprises (SMEs) in the Tourism, Hospitality and Leisure (THL) sector. The project commenced in the summer of 2004 with the appointment of Mr Andreas Georgiadis as Research Associate for the project. He is currently working closely with the Director of CIBAM, Dr Christos Pitelis, on the Impact Assessment.

Dynamic Region in a Knowledge-driven Global Economy (DYNREG)

As part of European Commission's 'Citizens and Governance in a Knowledge-based Society' programme, negotiations have begun on contract arrangements with the European Commission, on the new project on "Dynamic region in a knowledge-driven global economy: lessons and policy implications for the EU" (DYNREG). CIBAM is part of a consortium of nine leading research and higher education institutions, comprising:

- London School of Economics and Political Science, UK
- University of Thessaly in Greece
- University of Cologne in Germany
- University of Bonn in Germany
- University of Birmingham in UK
- Vienna University of Economics and Business Administration, Austria
- Vrije Universiteit Brussel, Belgium

European Challenges and the New European Treaty
Costas Simitis, former Prime Minister of Greece

Abstract

Reinforcing democracy demands the accentuation of the political dimension, unconstrained public debate, and discussion of problems in an open Forum. Common issues should be discussed before all national audiences. They should become citizens' issues too. In this way, information for all, transparency, control and accountability will be ensured. The European public space is the means by which the democratic deficit can be limited.

The creation of this forum is the task of forces that want a strong, democratic Europe. They must pursue it systematically and discuss the Union's issues in all countries at the same time so as to formulate common policies. Proposals for such joint action have been made, such as for a pan-European referendum on the acceptance of the draft constitution and for the election of the President of the European Commission by the European Parliament.

These proposals have met the strenuous opposition of member states that do not want to go beyond the framework of inter-governmental co-operation and fear any limitation of their autonomy. But the consolidation of democracy at a supranational level necessitates searching for and exercising new forms of co-operation that respond to the new conditions of post-national reality.

Democratic governance arose in nation states during the period of formation of a political community through public debate. Public debate made people aware that they had common interests and showed them how to defend them. Thus, public discussion in the Union on how a basis for solidarity among its peoples can be formed will help build jointly acceptable institutions and democratic processes at the supranational level. It will ensure new forms of democratic governance in the post-national world.

Instituting public debate on European policy throughout the Union will also help clarify the aims of the unification project and determine the institutional shape of Europe. Public debate is a motivating force for uniting expectations and perceptions at the European level, for making common interests apparent and shaping a collective identity beyond the borders of the member states – a European political community, a European *demos*.

Speaker bio

Constantinos Georgiou Simitis, usually known as Costas Simitis, was Prime Minister of Greece and leader of the Panhellenic Socialist Movement (PASOK) from 1996 to 2004. Costas Simitis was born in Piraeus to George Simitis, Professor at the School of Economic and Commercial Sciences, Greece, and his wife Fani Christopoulos. He studied Law at the University of Marburg in Germany and economics at the London School of Economics, in the UK. In 1965 he returned to Greece and was one of the founders of the political research group "Alexandros Papanastasiou." In 1967 this group was transformed into Democratic Defense, an organisation opposed to the Greek military regime. Although not a candidate for the Greek Parliament in the 1981 elections, Simitis was nevertheless appointed Minister of Agriculture in the first PASOK government of that year. Following the 1985 elections, in which he was elected to the Parliament, he became Minister of National Economy. He undertook an ambitious but unpopular stabilisation programme, aimed to curb inflation and reduce deficits. On January 18, 1996 on the resignation of Papandreou on the grounds of ill-health Simitis was elected Prime Minister. Papandreou remained leader of PASOK for several months, until his death, on June 23. Simitis was elected leader of PASOK on June 30.

Simitis led the party in the national elections of September 22 1996, gaining a mandate in his own right. He also won the national election of 2000. Simitis's greatest achievement was the overcoming of nationalist opposition and severe economic difficulties to modernise Greece, help consolidate its fragile democracy and satisfy the entry criteria to get Greece into the Eurozone. While PASOK traditionalists disliked his move away from orthodox socialism, and also his relative moderation on issues such as the Cyprus and the FYROM name disputes, his supporters saw both of these as positive elements of the 'modernisation' movement that Simitis was spearheading.

On January 7 2004 Simitis announced that he would step down as party president after having served as Prime Minister of Greece for 8 consecutive years, longer than anyone else since the fall of the military dictatorship in 1974.