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EU'S LAUNCH OF ADOLF OGI'S ENGLISH-LANGUAGE BIOGRAPHY, WITH SPECIAL GUEST KOFI ANNAN, WAS A GREAT SUCCESS!

Geneva, February 14, 2014 – European University's (EU) English-language book launch of *Dölf Ogi: Statesman and Sportsman* was a true reflection of the national and international unity that former President of Switzerland, Adolf Ogi has always promoted both in and out of Switzerland. On Valentine's day in room XX of the United Nations headquarters in Geneva, over 50 nationalities came together to celebrate the book and the man. Guests included European University students, alumni and professors, as well as politicians, friends, NGO representatives, diplomats and members of the international business community.

In keeping with Adolf Ogi's famous catchphrase, joy ruled the day. Loud applause welcomed the speaking panel for the evening, which included Acting Head of the United Nations Office at Geneva, Michael Møller; President of European University, Dr. Dirk Craen; Ambassador and Permanent Representative of Switzerland to the United Nations and to the international organizations in Geneva, Alexandre Fasel, who also sponsored the aperitif; and former Secretary-General of the UN, Kofi Annan. The event was moderated by Sharon Valdetaro, Senior Communications Manager for Hoffmann-La Roche.

The panel members spoke of Ogi's influence on each of them. Some, like Michael Møller, gave a personal perspective: "He showed how respect for others, fairness, tolerance and team spirit are the basic building blocks of progress in sports as well as in the efforts to build a better world." Others explained his influence through comparison; Dr. Craen likened Ogi to the main character from the Hemingway novel, *The Old Man and the Sea*. Ambassador Fasel spoke warmly of Ogi in French, representing one of the four official languages of Switzerland.

The most touching theme of the night was that of the great admiration that Adolf Ogi inspires in people; a theme prominent in Kofi Annan's speech. Annan talked about Ogi's leadership skills, his belief in peace, his ability to use sport and his uncanny way of getting his message through; anywhere. He also recounted an anecdote from 1997 when, during a visit to the AC laboratory in Spiez while Ogi was still Minister of Defence, Ogi realized his staff had forgotten the protocolary gift customary on such occasions. Wondering what to do, Ogi dug into his pocket and handed Annan his personal crystal, a very dear possession of his that comes from and represents the mountains of Kandersteg, where Ogi is from. This simple gesture moved Annan, who said that he still has the crystal, and proceeded to show it to a much moved audience.

In addition to the musical accompaniment provided by Berner Örgelplausch, guests enjoyed two performances from a *lancer de drapeau*, or flag thrower, who tossed a Swiss flag up in the air, where it spun around and landed back in his hand. Captivated guests watched the Swiss flag fly under the colored stalactites hanging from the ceiling; the most famous art installation at the UN headquarters in Geneva and the work of Spanish artist Miquel Barceló.

The most entertaining, insightful moment of the evening was the chat Adolf Ogi and Kofi Annan had with journalist Peter Rothenbühler. This was followed by an informal question and answer session wherein EU students and guests asked the two leading political figures about their opinions, stances and views on a number of topics.

Adolf Ogi took the podium next. He talked about his characteristic upbringing and the sacrifices his father, a mountain guide, made for him; namely leading 210 tours up the mountain to pay for his son's education. He also credited his father for instilling in him the passion that led a small boy from the humble mountain village of Kandersteg to dream big and one day not only become President of Switzerland but also bring peace to the world through sport.

On behalf of European University student boards, three active members, President Dr. Dirk Craen and a representative of the EU Alumni Association presented both the Adolf Ogi foundation, **Freude Herrsht** and the **Kofi Annan Foundation** with a CHF 5,000 donation. Freude Herrsht, also known as the Joy Foundation, is a sports-oriented organization for children created in memory of Adolf Ogi's late son Mathias, who had a bright future as a lawyer ahead of him when he passed away from cancer at 35. Established in 2010, the foundation promotes sports, outdoor activities and exercise among young people. The Kofi Annan Foundation works to promote better global governance and strengthen the capacities of people and countries to achieve a fairer, more secure world through three principles: Peace and Security; Sustainable Development; and Rule of Law and Human Rights.

About EU: European University (EU) is an international, triple-accredited, multicampus business school established in 1973. In addition to small, dynamic classes offered in English, EU students also enjoy an international environment while getting the best of both North American and European academic curricula. The university offers innovative Business Foundation (BF), Bachelor (BBA), Master (MBA) and Doctorate of Business Administration (DBA) programs, with majors in Business Administration; Communication & Public Relations; Leisure & Tourism Management; Business Finance; Sports Management; International Relations; Entrepreneurship; and E-Business among others. European University is ranked in the top 35 business schools in Europe out of 200 worldwide. EU has also had the honor of being recognized by the Academy of Business in Society (ABIS) for its consistent dedication to corporate social responsibility.

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09:00 GMT+1, February 19, 2014

Wie mein Ogi-Kristall in Kofi Annans Tasche wanderte

SI-Chefreporter André Häfliger wollte es genau wissen: Trägt Kofi Annan den Ogi-Kristall - wie vorgeschrieben - in der linken Hosentasche? Der frühere UN-Generalsekretär bestand den Test in der vergangenen Woche mit Bravour!



Grosser UNO-Saal Nummer 20 im Palais des Nations in Genf. Nach über 35'000 verkauften Exemplaren in Deutsch und Französisch wird das Ogi-Buch «So wa(h)r es» nun auch in englischer Sprache vorgestellt. Zusammen mit Georges Wüthrich durfte ich vor zwei Jahren die Biografie zum 70. Geburtstag des ehemaligen Bundesrates mitverfassen. Die European University, wo Ogi Ehrendoktor ist, hat zur Vernissage geladen. Die Ex-Skistars Roland Collombin und Philipp Roux, Skiakrobat Art Furrer sowie die früheren Korpskommandanten Christophe Keckeis und Jean Abt sind neben 300 Studentinnen und Studenten aus 83 Nationen gekommen.

Fest umarmen sich Kofi Annan und Dölf Ogi zur Begrüssung draussen vor dem Saal. Herzlich begrüsst Annan Ogis Gattin Katrin. Dann habe ich die grosse Ehre. Der einst mächtigste Mann der UNO schmunzelt und weiss: Wenn er mich sieht, gibts den Kristall-Test. Ohne weitere Aufforderung holen wir die Kristalle aus den linken Hosentaschen. Ogi selber, keine Frage, hat ihn auch dabei. Alle sind nach bestandener Prüfung happy.

Ich frage Annan, ob er auch ein Glas Wasser möchte. «Sehr gerne, danke.» In der Aufregung überlasse ich ihm aus Versehen meinen Kristall. Er packt ihn, ebenfalls versehentlich, ein. Erst mitten in den Feierlichkeiten mit UNO-Genf-Chef Michael Moller, EU-Uni-Rektor Dirk Craen, Botschafter Alexandre Fasel und SI-Kolumnist Peter Rothenbühler als Talkmaster bemerke ich: Mein Kristall ist weg!