



## CEEMAN reveals Hidden Champions from Central and Eastern Europe

*International conference "Hidden Champions in CEE and Dynamically Changing Environments" in Vienna on 17-18 November 2011 – Three Romanian companies involved in the research on Hidden Champions*

**Bled (Slovenia), On 17-18 November 2011, CEEMAN international management development association, in cooperation with IEDC-Bled School of Management and Austrian Federal Economic Chamber, is organizing a unique conference presenting over 100 "hidden champions" from CEE, Turkey and Kazakhstan – highly innovative, differentiated and specialized small to medium size companies holding lead market positions in their field internationally.**

Inspired by the bestselling book of Prof. Hermann Simon *Hidden Champions of the 21st Century*, the conference will highlight business stories, strategies and challenges of "hidden champions" from **18 countries in Central and Eastern Europe, as well as Turkey and Kazakhstan**, with a broad range of industries represented, ranging from raw materials (oil, minerals), metallurgy, food and agriculture, industrial equipment, transport design and manufacturing, information technology, pharmacy, to nanotechnology and consumer goods.

Results from an international research on hidden champions from CEE, conducted by a group of management education institutions under CEEMAN leadership and in cooperation with RABE-Russian Association of Business Education and Polish Association of Management Education FORUM, will also be presented at the conference. **In Romania, the research covered three companies and was conducted by experts from CETEX - Center for Continuing Education and Training Iasi.**

*"Who would know that CEE and SEE has so many innovative international market leaders?! This is, according to an OECD expert, an exceptional positive news coming from this part of the world",* says Prof. **Danica Purg**, President of CEEMAN and IEDC-Bled School of Management.

The conference will bring together leaders of hidden champions and companies that are interested in cooperation with them; business thinkers in the area of economic growth, international entrepreneurship and innovation; venture capital funds and other investors; deans of business schools and hidden champion researchers; policy makers, and media. Conference website: [www.ceeman.org/hidden-champions](http://www.ceeman.org/hidden-champions)

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### **Further information:**

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**CEEMAN** is an international management development association, uniting 197 business schools, universities and other partners in 49 countries around the world. Based in Bled, Slovenia, it was established in 1993 with the aim of fostering the development and quality of management education in Central and Eastern Europe, gradually shifting its focus towards the phenomena of change, transition-related issues, dynamically changing economies, and responsible management education. <http://www.ceeman.org>

**IEDC-Bled School of Management**, celebrating its 25th anniversary in 2011, is the most innovative international business school in Central and Eastern Europe with excellent ties to the business community in the region. It offers a full portfolio of executive development programs and customized programs for companies, with more than 80% of participants coming from countries other than Slovenia, and more than one third of them being top managers. This makes IEDC a centre of excellence and a major meeting point for the exchange of ideas and for exploration of best management practices in the region. <http://www.iedc.si>