

EUROPEAN INDUSTRIAL RESEARCH MANAGEMENT  
ASSOCIATION

ASSOCIATION EUROPEENNE POUR L'ADMINISTRATION  
DE LA RECHERCHE INDUSTRIELLE

**EIRMA**

**INDUSTRY AND THE CONSTRAINTS ON GROWTH**  
**Implications for long term Company and Research Strategy**

**^INDUSTRIE FACE AUX CONTRAINTES**  
**IMPOSEES A LA CROISSANCE**

**Implications pour la strategie a long terme de**  
**l'Entreprise et de la Recherche**

**ZURICH 14-**  
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THE PROGRAMME

14th February

Opening by the Chairman DR. W.J. ARROL (Joseph Lucas) followed by papers on the conference theme by:

MR. O. BELTRAMI  
Managing Director  
Ing.C. Olivetti & C, S.p.A.

M. F. BLOCH-LAINE President  
Directeur Ge"ne"ral Credit  
Lyonnais

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Sandoz S.A.

MR. G. KRAIJENHOFF  
Chairman  
Akzo N.V.

MR. C.E.H. MORRIS  
Managing Director British  
Steel Corporation

The Conference then divided into 5 discussion groups as follows:

Subject

MATERIALS	<i>Chairman:</i> M. O. BES DE BERC (Aluminium Pechiney) <i>Rapporteur:</i> DR. G.L.J. BAILEY (International Nickel)
SOCIO-POLITICAL PROBLEMS	<i>Chairman:</i> MR. J. PAKSTORP ( F. L. Smidth) MR. E. <i>Rapporteur:</i> PLOTHER ( E. M. E. C. )
SOCIO-ECONOMIC PROBLEMS	<i>Chairman:</i> DR. A. PECCEI (Italconsult) PROF. <i>Rapporteur:</i> J. B. WILKINSON (Unilever)
ENERGY	<i>Chairman:</i> DR.A.R.W. BADDELEY (Esso) <i>Rapporteur:</i> M.R. GENEVRAY (Babcock Atlantique)
MARKETS	<i>Chairman:</i> M. D. JANSSEN ( U. C. B. ) <i>Rapporteur:</i> DR. D. ALTENPOHL (Swiss Aluminium)

The afternoon session was opened by a paper on "Research, Strategy and the Problems of Growth" by PROF. DR. U. COLOMBO, Director of Corporate Strategic Planning, Montedison S.p.A., Chairman of the OECD Science and Technology Committee, Vice Chairman of EIRMA, which was followed by reports from parallel discussion groups and a panel discussion under the chairmanship of PROF. DR. H. B. G. CASIMIR, Former Member of the Board of N.V. Philips' Gloeilampenfabrieken, Honorary President of EIRMA. The members of the panel comprised the Speakers with M.B. DELAPALME, Directeur de la Recherche Scientifique et Technique, ERAP-ELF, President Elect of EIRMA, and DR. A. PECCEI, President, Italconsult, Member of the EIRMA Governing Board.