

ICA SBA CONFERENCE AT GODREJ, MUMBAI | SCHEDULE | 5-6 DEC 2017

Venue: Godrej Auditorium, Fourth Floor, Plant 13A, Godrej & Boyce Mfg. Co. Ltd., Vikhroli (East)

DAY 1: 5th December 2017

08:00: Conference Kit Collection & Breakfast at Hubble, First Floor, Plant 13A, Godrej & Boyce Mfg. Co. Ltd., Vikhroli (East)

09:00: Opening Session

Welcome by Dr. Pheroza J. Godrej, Chairperson, Godrej Archives Council

Welcome by Alex Bieri, Chair, Section of Business Archives, International Council of Archives

Remarks by Anders Sjöman, Centre for Business History, Stockholm about the last conference at Stockholm, April 2017

09:30: Session 1

Speaker 1: Alex Bieri, (Roche Historical Archives), Creating brand value from archives

Speaker 2: Henning Morgen (Maersk), Revival: Activating the company heritage as part of reinventing a company

Speaker 3: Tony Nilsson (IKEA), To find the company culture in the archive

11:00: Tea/Coffee break

11:30: Session 2

Speaker 1: Melanie Aspey (Rothschild Archive), Rothschild's corporate link with India: Communicating legacy to the offices abroad (especially the Mumbai office)

Speaker 2: Tobias Ehrenbold (Ehrenbold – Agency for Cultural Identity), Bata's Indian Footprint: The Local Heritage of a global shoe company

12:30 LUNCH

13:30: Session 3

Speaker 1: Andrea Hohmeyer (Evonik), On the history of women's employment at Evonik Industries AG

Speaker 2: Usha Iyer (Cipla Archives), The Role of business archives from public engagement to employee engagement – the Cipla Experience

14.30: Tea/Coffee break

15:00: Session 4:

Panel on Corporate Oral History: Dr. Rob Perks (British Library), Dr. Indira Chowdhury (Centre for Public History, Srishti School of Design and Technology), Tracey Panek (Levi)

17:00-18:30: Campus tours (for those who have registered for the tour in preferences form)

19.30 onwards: Reception Dinner at Godrej IT Park Terrace (7th Floor, Godrej Business District, Pirojshanagar, LBS Road, Vikhroli West)

DAY 2: 6th December 2017

08:00: Breakfast at Hubble, First Floor, Plant 13A, Godrej & Boyce Mfg. Co. Ltd., Vikhroli (East)

09:00: Session 1

Speaker 1: Ander Sjomon (Centre for Business History, Stockholm), Hands-on examples of how some Swedish companies have worked with their history and why

Speaker 2: Niles Lichtenstein (Enwoven), Reimagining Reebok's heritage through a new form of digital narrative

10:00: Session 2

Speaker 1: Wim Van Lent (Montepillar Business School), Corporate History as a strategic resource: Evidence from Banking

Speaker 2: Chinmay Tumbe (Indian Institute of Management-Ahmedabad), The Business and History of Business History: The IIMA Perspective

11:00: Tea/Coffee break

11:30: Session 3

Speaker 1: Yuko Matsuzaki (Shibusawa Eiichi Memorial Foundation), Corporate values rooted in history as Branding and Educational Tool at Nissin Foods Group

Speaker 2: Rajendra Prasad Narla (Tata Central Archives), Lessons from history: Corporate Legacy as a leadership tool

Speaker 3: Cai Yingfang (The State Archives Administration of China), Role and function of Enterprise Archival Institutions in China

13:00 LUNCH

14:00: Session 4

Speaker 1: Kopal Kulkarni (Godrej), Legacy STORdWELL

Speaker 2: Jason Dressel (History Factory), How to position or sell heritage internally?

15:00: Concluding remarks and announcement of the next SBA conference: Cai Yingfang

15:15: Tea/Coffee break

15.30-16.15: Screening of "The Merchant Princes of Bombay", a film by Zafar Hai (Introduction by Sushil Premchand, Group Chairman, PRS Group)

16.30-18.00: Campus tours (for those who have registered for the tour in preferences form)

18.30 onwards: Wine Reception (Godrej Interio Experience Center, LBS Road, Vikhroli)