



A Global History for a Global Business

Webcast under the auspices of



Thursday, June 3d 2021

- 14:30 CET Welcome
Alexander L. Bieri
- 14:40 CET Roche's 125th anniversary:
A classic and a nonconformist project by the Roche Archives
Alexander L. Bieri
- 15:00 CET A Global History for a Global Business
Christian Helm
- 15:30 CET Writing a Company History in Eastern Europe
Juris Salaks
- 15:50 CET Questions and Answers 1st part
- 16:10 CET Teaser film introducing the authors
- 16:20 CET Discussion round with Christopher Holder (the grandson of Roche's
legendary Director General Emil Barel) and the authors
- 17:15 CET Questions and Answers 2nd part

Link: http://streamingmedia.roche.com/id/1_k76f73rk
(Google Chrome recommended)

A Q&A-tool will be visible once the streaming starts. The timing - except for the beginning at 2:30pm CET - is indicative only.

No registration needed - please forward the link to anybody who might be interested in the Webcast.