

Merger & Acquisition

DECEMBER 17th – 21st, 2018

AT THE ZURICH INSTITUTE OF BUSINESS EDUCATION

CONTENT

In this workshop we shall discuss mergers and acquisitions in today's world of networks, i.e. combining persons and organizations in such a way that the emerging revised network becomes stronger based on building on the best of each original party, rather than one party dominating the combined entity, as was often done in the past.

In addition to discussing three major types of mergers and acquisitions, we shall also consider the organizational aspects of mergers and acquisitions – with particular focus on creating win-win outcomes, while also remaining firm, particularly when it comes to rapid integration of previously independent entities.

The workshop explores:

- M&A deal types, market analysis, key statistics and benchmark deals in Europe, China and USA
- acquisition strategies: hostile versus agreed bids, due diligence, roles and functions, selected key statistics
- post-merger integration, success measures and strategic management
- how to enhance growth through picking up smaller, often entrepreneurial entities – with sound innovations but often with lack of financing

- how to expand geographically often to become stronger in particular geographical areas of the world that might enjoy especially rapid growth
- how to achieve industrial consolidation through mergers – more cost-effective value chains, benefits from scale and more efficient competition

LEARNING OUTCOMES

After this module, participants will be able to:

- understand the structure of the European, Chinese and US merger and acquisition markets and the relevant deal types
- understand the role of key agents in the merger and acquisition process like investment banks, lawyers, accountants etc.
- analyse different deal types, take over strategies and due diligence aspects
- evaluate the success of deals based on success measures and the relevance of merger and acquisition activities for strategic management purposes

**DIFFERENT VIEWPOINTS,
DIFFERENT INDUSTRIES AND
A GREAT GLOBAL MIX –
TWO DAYS OUT OF THE OFFICE
BUT IN THE THICK OF IT –
SHARING EXPERIENCE AND
KNOWLEDGE – RELEVANT AND
TIMELY DISCUSSIONS AS WELL
AS EXCLUSIVE NETWORKING.**

FACULTY

The following member of our world-class faculty will lead this module:



Yuan Ding

is Vice President and Dean, Cathay Capital Chair Professor in Accounting at CEIBS. Prior to joining CEIBS, he was a tenured faculty member of HEC School of Management, Paris, France. Prof. Ding frequently provides consulting services for many multinationals and Chinese companies in the areas of financial communication, corporate governance, cost control system designing, investment and M&A.

PRICE

Per participant:
CHF 5'000.–

**IF YOU REQUIRE
FURTHER INFORMATION
PLEASE CONTACT:**

Zurich Institute of Business Education
CEIBS Zurich Campus
Hirsackerstrasse 46 | CH 8810 Horgen

Tel +41 (0)44 728 99 99
info@ceibs.ch | www.ceibs.ch