

HOME

CATEGORIES

OUR CAMPUSES

CONTACT US

MORE

# THE ENGLISH-LANGUAGE OGI BIOGRAPHY LAUNCH, BY UGOCHUKWU CHIGOZIEM IKPEAZU

**OF DA**  
A great to expl  
**More**

OUR

At Euro  
commit  
commu  
educati

SEA

to sea

REC



Posted by communications on 19 Feb 2014 / 0 Comment

Like { 6 } Tweet { 0 }

0

Like

0

Tweet

0

g+1

Idea of peace through sport is one of the features of the new that will have a real impact on individuals at every level of opment. As explained by Adolf Ogi at the English-language h of his book hosted by European University, sport has d to bring communities, regions and whole countries her. It has served as a common ground for cultures to share al joy and is probably the safest sphere within which the g can discover themselves.



**“You learn to make mistakes, learn to lose, learn to win and most of all learn about yourself and your reactions to each of these situations.”**

Former Swiss president Adolf Ogi expressed his passion for the idea of peace through sports and its importance in the developing world. Former Secretary-General of the United Nations, Kofi Annan, was also a guest at the launch. A national and international figure, he remains a role model for youth around the world. Both men spoke of each other with great esteem and respect when telling the story of their meeting. Adolf Ogi was able to turn what would have been a diplomatic disaster into a memorable experience, and Kofi Annan was able to carry this memorable experience and turn it into a lasting relationship. The significance of their story was highlighted in the importance of relationship building and maintenance. Both men showed that relationships are not only a mutual responsibility, but can be demanding from time to time, and should not be mixed with work.

Another topic during the event was the work undertaken by the guest speakers' respective foundations. Sport serves as the fundamental base for Adolf Ogi's foundation, *Freude Herrscht*. A lot of work is being put into supporting children's right to play and engage in physical activity. The organization takes school children on outdoor activity trips, allowing them to enjoy both their newly-recognized right to play and the great Swiss outdoors. Kofi Annan's foundation works with world leaders toward bettering global governance and strengthening the voice of the people.

The event was a fantastic experience because it brought an interesting group of individuals together in a setting that allowed them to be close to a collection of the youth they have worked so hard to influence and inspire. Both informative and challenging, the English-language book launch of Adolf Ogi's biography was a show of professional character both on the part of the organizers, European University and the special guests in attendance.

By Ugochukwu Chigoziem Ikpeazu  
EU Student



About Veronica Cancio



TAG

- Adve
- Ba
- De
- Ent
- EU
- Eurc
- Eve
- Ge
- spee
- Interr
- Ma
- Mo
- Soc
- Sust
- Tec
- Ru
- Thur
- Woi
- Wise

TW

WRITTEN BY COMMUNICATIONS



RELATED POSTS



**EU Geneva Student, Bhan Puok Riek, Recounts his Experience at the UN with Adolf Ogi**

*February 24, 2014*



**EU's Launch of Adolf Ogi's English-Language Biography, with Special Guest Kofi Annan, was a Great Success!**

*February 19, 2014*

Tweet



Catch news!  
Expar



RT @/  
profes  
talkec



Plans  
Tonigt  
groun  
Show



Which  
and le  
Expar



RT @/  
@Roc  
Vogue

Tweet

FAC

HOME

CATEGORIES

OUR CAMPUSES

CONTACT US

MORE

## EU GENEVA STUDENT, BHAN PUOK RIEK, RECOUNTS HIS EXPERIENCE AT THE UN WITH ADOLF OGI



Posted by communications on 24 Feb 2014 / 0 Comment

J'aime { 1 } Tweet { 0 }

**OF DA**  
A great  
to expl  
**More**

OUR

At Euro  
commit  
commu  
educati

SEA

to sea

REC



1

Like

0

Tweet

0

g+1

February 14, 2014, [European University](#) invited students and honored guests to attend the English-language book launch of *Adolf Ogi: A Businessman & Sportsman*. Of course, book releases aren't exactly on one's to do list – especially on Valentine's Day – however my efforts were rewarded. As you continue reading, keep in mind, Adolf Ogi's advice: what you believe in and believe in what you do. For those who do not know, Ogi was at one time President of Switzerland. It is no wonder that he was joined by Kofi Annan, former Secretary-General of the United Nations, an honored guest at the event.



The book launch took place at the Palais des Nations, the U.N. headquarters in Geneva. Each of the guests attending addressed the crowd, with some speaking in French and others in English. The speeches were inspiring and I even managed to learn a few French words, courtesy of Ambassador Fasel. Dr. Craen, the school's president, also gave a speech, in which he praised Ogi's determination and contribution to humanity through his political career as well as through sports.

As you probably already guessed by now, the main objective of this event was to highlight some of the underlying reasons for Ogi's success, and to motivate those aspiring to be just as successful as he is. The students also received a boost of confidence as a result of the countless selfies taken with the honored guests. There is absolutely nothing wrong with showing to the world that you know a few famous people and had the chance to meet them in famous places! Besides, most organizations will do an internet search on a potential employee, with careful attention given to social media websites. A picture with a world leader always looks better than a picture of over-the-top "social activities." I'm not saying don't have fun, but perhaps post only the professional content. Thank you, social media, for making "looking good" professionally even easier.

After the speeches, which all praised Ogi, the event transitioned to a more-relaxed style which featured dialogue between Annan and Ogi as well as a Q&A session. Some of the answers were quite humorous and engaged the audience, who laughed and applauded.



Two questions stood out for me. The first question was presented by a student from Cameroon to Kofi Annan. The student asked what words of encouragement the former Secretary-General would give to up-and-coming leaders from his area of the world. Annan's answer stressed the importance of knowing when to rely on other individuals and other organizations. Leadership responsibilities as an individual alone will slow down – if not stop – whatever attempts at a successful program you may have embarked upon. From a business

perspective, this is so true; some business students/individuals seem to get lost in the idea that only profits matter. The fact is that if you do not have a good working relationship with your consumers and



TAG

Adve

Ba

De

Ent

EU

Euro

Eve

Ge

spea

Interr

Ma

Mo

Soc

Sust

Tec

Ru

Thur

Woi

Wise

TW

investors, your business will most likely never flourish. The second question that stood out for me was asked by an audience member from Canada, who wondered what motivates Adolf Ogi. The former president's response? Do what you believe in and believe in what you do.

Ogi's life experiences formed the basis for his responses. Ogi's father spent a good portion of his life working by giving tours of the mountains in Switzerland. These are the mountains that not even Nazi Germany wanted to cross during World War II. For anyone familiar with mountain climbing, it's a very arduous and outright dangerous activity. The avalanches in these Swiss mountains decimated armies (most recently during World War I); this gives you a perspective of the sacrifices that were made by the father for his son.

I will conclude with one final point from Ogi. At the start of his political career, Ogi was distraught as an article in the *Neue Zürcher Zeitung* claimed there were wide concerns he lacked "the intellectual wherewithal for this extremely demanding office." Because of this, he sought advice and guidance from his father. The senior Mr. Ogi told his son, Adolf, that he should not worry about claims that he was not an intellectual and therefore unfit for politics. Instead, he should become wiser than they. After some application of these necessary words of wisdom, Ogi became President, much to the dismay of his naysayers. He believed in what he did, and he did what he believed in; he took care of his country's citizens just like his father took care of him. This is truly impressive and goes to show that hard work and love from our family members can indeed lead to success.



By Bhan Puok Riek,  
EU Student



**About Veronica Cancio**

Twee



Catch  
news  
Expar



RT @/  
profes  
talkek



Plans  
Tonigl  
groun  
Show



Which  
and le  
Expar



RT @/  
@Roc  
Vogue

Twee

FAC

WRITTEN BY COMMUNICATIONS



RELATED POSTS



**The English-Language Ogi Biography Launch, by Ugochukwu Chigoziem Ikpeazu**

*February 19, 2014*



**EU's Launch of Adolf Ogi's English-Language Biography, with Special Guest Kofi Annan, was a Great Success!**

*February 19, 2014*

0 Comments

EU BLOG

Login

Sort by Best

Share

Favorite



Start the discussion...

Be the first to comment.

Subscribe

Add Disqus to your site

CATEGORIES

CAMPUSES

MORE ABOUT EU



Vous e  
Univer



Academics Alumni Business Trends  
Career City Spotlight Culture  
EU News Faculty  
Learning from Leaders  
Sports Management Student Life  
Technology

EU Munich  
munich.euruni.edu  
info.bcn@euruni.edu

EU Barcelona  
barcelona.euruni.edu  
info.bcn@euruni.edu

EU Geneva  
geneva.euruni.edu  
info.bcn@euruni.edu

EU Montreux  
montreux.euruni.edu  
info.bcn@euruni.edu

Accreditation

Admissions

Why EU?

Testimonials

EU in the News