

## **Annual meeting of the European Microeconomics of competitiveness (MOC) Chapter at the University of Fribourg on September 9<sup>th</sup>, 2013**

The third annual meeting of the European Microeconomics of competitiveness (MOC) chapter took place at the Faculty of Economics and Social Sciences of the University of Fribourg on September 9<sup>th</sup>, 2013. This workshop was organized in Switzerland by the Center for Competitiveness of the University of Fribourg because Prof. Philippe Gugler is the Chairman of the European MOC chapter for the year 2013-2014. Prof. Michael Porter from the Harvard Business School presented a video Address from Boston.

### **Extract of Michael Porter's video Address on September 9<sup>th</sup>, 2013 at the European MOC workshop organized at the University of Fribourg by Prof. Philippe Gugler (Chairman) and Peter Abplanalp (Vice-Chairman)**

*"I am thrilled and delighted that this meeting and the tradition that you have created in Europe is happening again this year. The European chapter of MOC affiliates is really setting the global standard for how to enhance and deepen the collaboration and the intellectual engagement and research agenda of MOC affiliates around the world and I am so pleased that you are continuing this tradition getting together face to face, you are getting a chance to know each other better and that's going to lead to many good things". (...) "Let me just conclude by thanking Philippe Gugler and Peter Abplanalp for leading and sharing this particular third annual chapter meeting. Philippe and Peter, you are my friends and partners for many years and we are so pleased with your leadership and the amazing thing you got accomplished".*



**Prof. Michael Porter, September 9th 2013**