

IFI Special Seminar

Book Talk: The New Nature of Business

André Hoffmann

About the Book: *The New Nature of Business*

By André Hoffmann & Peter Vanham

In *The New Nature of Business*, André Hoffmann—Vice Chairman of Roche—and journalist Peter Vanham offer a bold vision for reimagining capitalism in the 21st century. The book presents a roadmap for “sustainable prosperity” by aligning business success with environmental and social responsibility.

With case studies from companies like Roche, Holcim, and IKEA, the authors argue that businesses must redefine their purpose, measure success beyond profits, and commit to long-term impact. They introduce a “new nature” model: regenerate nature, build with intent, and foster inclusive leadership.

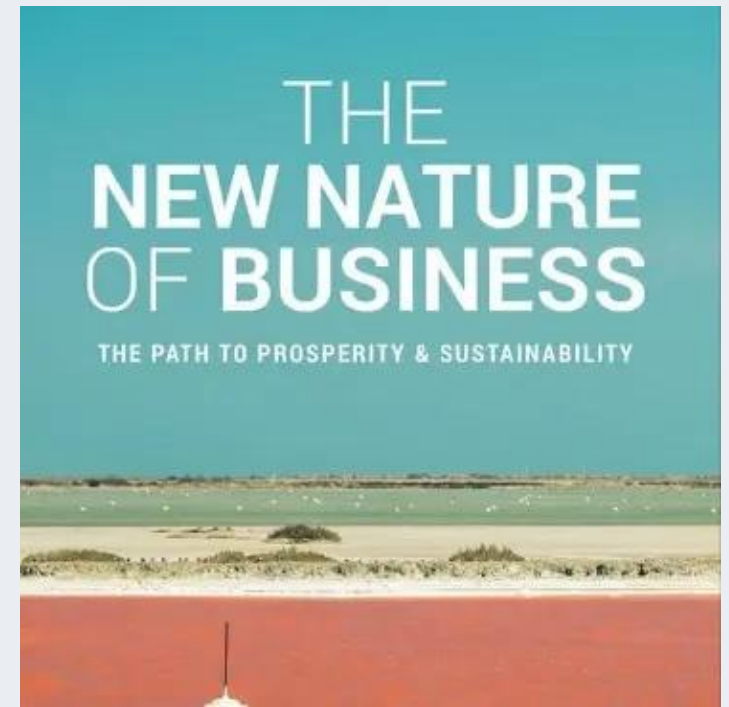
The book reflects Hoffmann’s personal journey as both a business leader and environmental advocate. His message: business can and must be a force for positive change.

Date and time: May 28, 2025, 1400-1600

Venue: Seminar Room, Ito International Research Center (3F)

Registration From: <https://forms.gle/gDapYZdbNmxUcPq58>

Contact: Fukushi@ifi.u-tokyo.ac.jp



André Hoffmann

is Vice Chairman of Roche Holding AG and a strong advocate for sustainability and business with purpose. A great-grandson of Roche’s founder, he also serves on the boards of Genentech, SystemIQ, and the World Economic Forum. He co-founded the Hoffmann Institute at INSEAD and chairs its advisory board. Deeply engaged in environmental efforts, he is President of Fondation Tour du Valat and serves on the boards of the Capitals Coalition, B Team, and others. With his wife Rosalie, he leads InTent, a platform for accelerating sustainable solutions. He holds an economics degree from St. Gallen and an MBA from INSEAD.