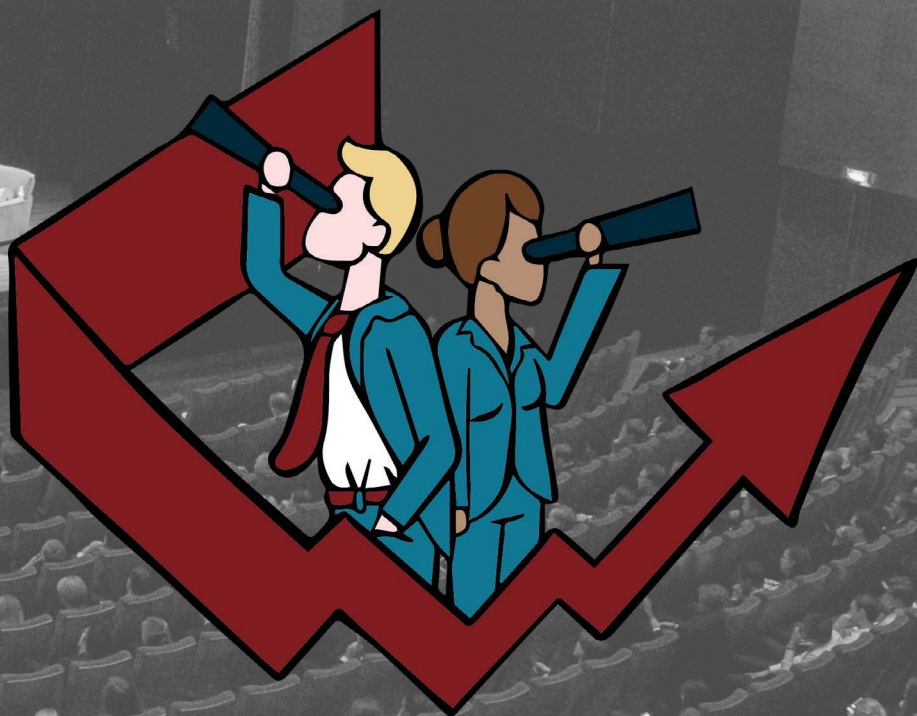


NEVER LET A GOOD CRISIS GO TO WASTE

THE PROCESS OF RETHINKING, RELEARNING, AND REPLANNING



**CONFERENCE DAY 2021
BOOK OF ABSTRACTS**

COLOPHON

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DESIGN

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AGENDA CONFERENCE DAY 2021

08:30-09:15	Reception	Theatre Foyer
09:30-09:45	Grand Opening	Theatre
09:45-09:55	Opening Chairman of the Day	Theatre
09:55-10:30	Keynote 1: Oscar de Bok	Theatre
10:30-11:05	Keynote 2: Martijn Bertisen	Theatre
11:05-11:25	Break	
11:25-12:35	Economic Parallels Business Parallels	Springer Hall Theatre
12:35-13:45	General lunch Recruitment lunch	Theatre Foyer Topsportlounge
13:45-15:45	Workshops Masterclasses	Workshop rooms Springer Hall
15:45-16:05	Break	
16:05-16:25	Start-up Pitch	Theatre
16:25-17:00	Motivational Speaker: Thijs Launspach	Theatre
17:00-17:10	Closing Remarks	Theatre
17:10-18:10	Social	Theatre Foyer
18:45-21:45	Dinner Recruitment dinner	Martinikerk
22:00-23:59	Afterparty	Huize Maas



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belsimpel.

Samen met ons de internationale markt veroveren?

Wie zijn we?

Het Groningse Belsimpel is inmiddels uitgegroeid tot de grootste speler op de Nederlandse telecommarkt. Met een team van meer dan 600 gemotiveerde en slimme studenten en professionals willen we elke dag een verbeterslag maken. Inmiddels gaat Belsimpel door als Gomibo in Europa, én hebben we twee spin-offs; Verifai en Tulip Assist. En we zijn nog lang niet uitgegroeid. Werken bij een internationaal bedrijf kan dus gewoon in hartje Groningen!

Ben jij slim en fanatiek?

Wil jij nog meer uit je studietijd halen of ben je bijna afgestudeerd? Dan is Belsimpel er voor jou!

Op werkenbijbelsimpel.nl vind je alle fulltime en parttime uitdagingen.

Wat bieden we?

- ✓ Werken in hartje Groningen in een hoogopgeleid team met een enorme drive.
- ✓ Een unieke werksfeer, met wekelijkse borrels en activiteiten en een dakterras.
- ✓ Volop doorgroeimogelijkheden & vanaf dag één maak jij het verschil!

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ROWAN DRENTH

CHAIRMAN EBF CONFERENCE 2021

When thinking of a crisis, we usually think of a time of great danger, difficulty, or doubt. But '*In the midst of every crisis, lies opportunity*' is what Albert Einstein once said. And he is not the only one to think so. Obama once famously stated that '*crisis is a time of great opportunity*' and Churchill's words '*to never waste a good crisis*' are still known by many. Where these quotes are all from different times and places, the core of their messages proves relevant. Because even though a crisis brings threats, it also brings opportunities to relearn, rethink, and replan. Every dramatic change creates room for creative thinking and new insights. A crisis can bring people together, which stimulates focusing minds. It urges us to focus on the real issue and forces us to find solutions for these specific problems, resulting in both incremental and radical change. These changes affect people, businesses, and even countries. Therefore, it is important to be aware of the opportunities a crisis can bring. How can we learn from a crisis? How can someone turn a crisis to their advantage? Or in other words: How should we ***Never Let a Good Crisis Go To Waste***?

Everybody encounters a crisis sometime in their lives, and we all know that finding the answers to these questions can be difficult. This has once more been proven during the COVID-19 pandemic. Due to the virus, our lives have changed significantly over the past one and a half years in which many have suffered from the lack of social contact, restricting measures and fear for their health and others'. However, amidst all the negative consequences this crisis has brought, there have also been many positive changes.

Today we forget all about the negativities and we will focus on the positives that even a crisis can bring. Listening to real life experiences from inspiring speakers, you will learn that every person, company, or country has to deal with crises regularly and that only those who are best able to adapt, survive.

So, on behalf of the EBF Conference Team, I would like to welcome you to the EBF Conference 2021. We hope that you are looking forward to a great day with inspiring speakers, interesting companies, and a fun social. At the end of today, we hope that you all know a little bit more on how to deal with a crisis and how you can turn one to your advantage. As the EBF Conference is one of the first physical events since the pandemic, we are very excited to make this day a big success. Learn, listen and talk, but most importantly, **enjoy!**

Rowan Drenth
Chairman EBF Conference 2021





PROF. CISCA WIJMENGA

RECTOR MAGNIFICUS OF THE UNIVERSITY OF GRONINGEN

Following an important tradition, the EBF Conference – the largest two-day conference in the Netherlands – will take place this autumn. As Rector Magnificus, I am proud that such an event is being organized by and at the University of Groningen. The theme of this conference points to the lofty phrase of Winston Churchill: ‘Never let a good crisis go to waste.’

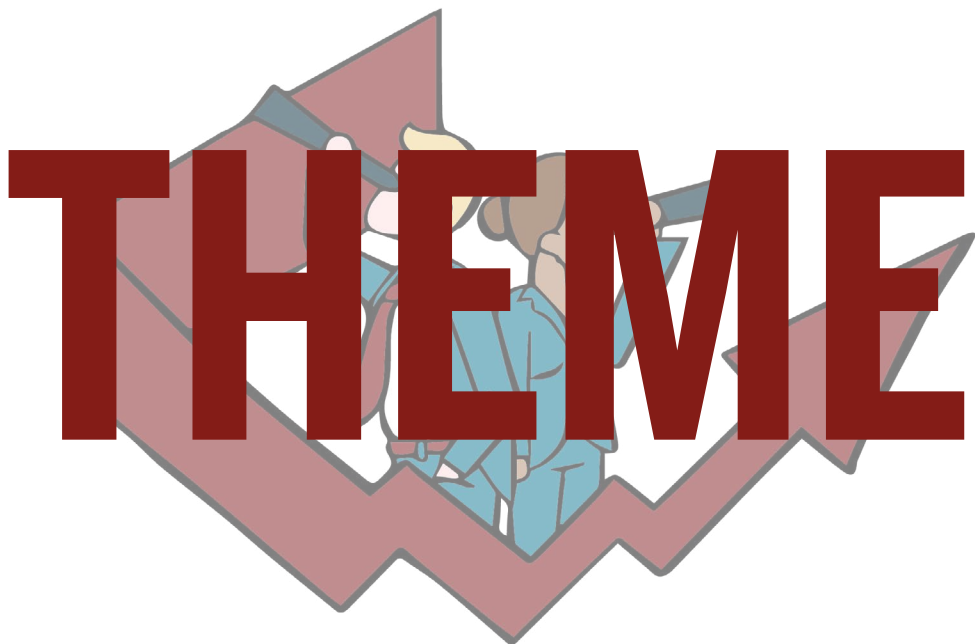
The idea of using something negative, like a crisis, as an opportunity to create something positive has also been suggested by other renowned individuals. As presidential candidate, John F. Kennedy was known to utter the phrase: ‘In the Chinese language, the word “crisis” is composed of two characters, one representing danger and the other, opportunity.’ Sinologists refute this statement, but it is a powerful trope that has since been cited by countless others. Closer to home, the aphorism ‘Every disadvantage has its advantage’, as stated by Dutch philosophical footballer Johan Crujff, has a similar bearing.

A crisis is a shock for every system. What once seemed unwavering and immutable may suddenly appear to be prone to change. The idiom about the blacksmith also testifies to this: strike while the iron is hot (and, therefore, malleable). A crisis is, in principle, a bad time – but it is not the worst time to rethink, relearn, re-plan, reorder, redo, and recreate. It doesn’t have to only give rise to suffering, but also the opportunity to gain something positive from it – and perhaps, even to end up all the better for it.

The COVID-19 pandemic is the most current example par excellence to illustrate how to make the best of a bad situation. This disruptive event revealed both the strengths and vulnerabilities of the University of Groningen while, at the same time, accelerating the transformation to remote (online) teaching. It also emphasized the importance of working across borders and across disciplines, an idea that has been firmly incorporated into our strategic plan for the next five years. The pandemic has also shown us that we need to be an agile and resilient organization with adaptive leadership, trust, and data-informed decision-making as key components.

Finally, we should, of course, always make use of a situation – be it favourable or otherwise – to its full potential. I would therefore like to offer just one more expression: ‘Never let a good conference go to waste!’ I hope that you will be able to learn wise lessons and gain smart insights during this conference, and I wish you plenty of inspiration, creativity, and success.

Prof. Cisca Wijmenga
Rector Magnificus of the University of Groningen



NEVER LET A GOOD CRISIS GO TO WASTE

THE PROCESS OF RETHINKING, RELEARNING, AND REPLANNING

Like Churchill once said: 'Never let a good crisis go to waste'. Although Churchill used this quote in a political context, it can be applied to every kind of crisis. Organisations, politicians, and also individuals face many crises, which bring threats but also provide opportunities. These opportunities can arise both during and after the crisis and require us to rethink, relearn and replan. During those critical times, it is important to keep developing and to discover your hidden innovation to survive and benefit from the opportunities that arise. It also forces organisations to change their leadership strategies and adapt their leadership style to the situation. Times of crises provide unique opportunities for organisations to rethink or replan their organisational strategy and their business model. What is the best way to deal with a crisis? And more importantly, how can they emerge stronger from a crisis?



THEME

DISCOVER YOUR HIDDEN INNOVATION

The ever-changing future requires organisations to anticipate the future in order to survive and reach their potential. By anticipating the future, new trends can be recognised and strategies can be developed to respond to the upcoming trend or a(n) (upcoming) crisis. A crisis can be seen as an opportunity, as it can create a competitive advantage if it is well responded to. However, it can also develop a weakness when the organisation cannot adjust in the right way. It forces organisations to decide and react quickly, which results in new ideas that would not be executed without a crisis. Organisations are forced to execute ideas to react to the crisis and benefit from potential opportunities arising in difficult times. It shows that the real complexity of innovation is not always caused by a lack of ideas, but sometimes by a lack of noticing and selecting the best idea. How can crises lead to new ideas/opportunities? And how can the organisation create an environment where ideas and innovation reach their maximum potential?



Discover Your
Hidden Innovation



WHAT IT TAKES TO BE A CEO IN THE 2020S

The role of the Chief Executive Officer has evolved considerably over the last two decades, mainly because of increased expectations for today's CEOs. With the rise of social media, the public image of a company can be damaged by the first hints of a corporate scandal and a crisis can arise within days. This puts huge pressure on the CEO to be responsive at the right time and to create and maintain a good relationship with the firms' stakeholders. During a crisis, it is more essential than ever for business' leaders to focus on ethics, transparency, fairness, and more importantly, to communicate with their workforce and customers. When the company's values and culture shift from top to down, it requires the CEO to communicate and to deliver the core message clearly to the internal and external environment. Communication is an important means to manage a firm's reputation as well as his/her reputation during a crisis. Where the division between a CEO's private life and business life vanishes, the role of the CEO has evolved into a 24/7 job. Which leadership strategy suits best during an organisational crisis? And how can this strategy be communicated with the company's workforce and customers?



What it takes to be a
CEO in the 2020s



THEME

SLOWBALISATION: THE NEW GLOBALISATION

The world as we know it seems to be getting smaller, more connected, and more internationally engaged every minute through globalisation. However, in recent years there has been a counter-trend to globalisation, which entails the stagnating growth of the global economy, also called slowbalisation. During a crisis, trading goods across borders gets tense due to governments' policies. Instead of breaking barriers, more and more governments are maintaining their barriers. Through import tariffs and trading policies focused on the national economy, countries aim to protect their citizens. Governments force national organisations to source their supply chains closer to home instead of developing countries, negatively affecting the trade between different countries/continents. What are the consequences of slowbalisation for the world economy? And how can an organisation respond to this trend?



Slowbalisation: The
New Globalisation

CSR: THE MODERN BUSINESS MODEL

Over the last few decades, the impact of Corporate Social Responsibility (CSR) on a firm's organisational strategy has become increasingly vital. Consumers, as well as employees, attach more and more value to social issues, such as environmental sustainability and economic equality. Irresponsible behaviour by firms results in damage to their public image, which possibly triggers an organisational crisis. Where CSR is seen as a requirement for a modern organisation, CSR can be converted from being a threat into an opportunity. Nowadays, people attach more and more value to the CSR reputation of firms, which creates a unique opportunity for organisations to differentiate from their competitors. In times of a crisis, a firm can even use its CSR reputation to regain or restore its customers' trust. How can organisations communicate their CSR activities to their internal and external stakeholders? And how can they benefit from their CSR reputation?



MODERATORS

EBF

A person is standing on a stage, illuminated by a spotlight. To their right are large, three-dimensional white letters spelling 'EBF'. The stage floor is dark and reflective. The background is a large, dark screen.



MODERATOR

CHAIRMAN OF THE DAY

STEP VEASSEN

Journalist at Al Jazeera



Step Vaessen is a Senior International News Correspondent who has over 30 years of experience in reporting, live broadcasting and managing news. She is also a regular guest in talk shows commenting on and analyzing news events. For the past 15 years she worked as a correspondent for the international news network Aljazeera English most recently from Amsterdam. Before that she was based as a senior correspondent in Moscow, covering Russia and the former Soviet states. In 2020 she spent weeks in Belarus to cover a post election uprising. Before moving to Europe Step was based in Indonesia for more than two decades covering developments in Asia most notably the 2004 Indian Ocean Tsunami for Dutch public broadcaster NOS. Step has a Masters in Social Psychology from Radboud University in Nijmegen and a Bachelors in Journalism from Fontys Hogeschool in Tilburg. She has written a book Jihad with Sambal about her years in Jakarta and has produced several documentaries. She has performed at several Tedx Talks, conferences and lectures including the Willem Arondeus lecture in Haarlem named The Herd knows no Heroes. In 2011 she was interviewed as a guest in the Dutch three-hour live show called Zomergasten.



MODERATOR



SECOND MODERATOR

EVA WIESSING

Economics Journalist at NOS

Eva Wiessing (1964) is a senior reporter for the Dutch public broadcaster NOS. She studied both Spanish Literature and History of Journalism at the University of Amsterdam. For NOS TV, she covers the economic and financial news with a special interest in banking and economic developments in the eurozone. Since 2001 she has reported on all major economic developments in and outside of the Netherlands. Starting with the introduction of the euro in January 2002, to the collapse of Lehman Brothers in New York in 2008, and the unfolding of the biggest financial crisis in the western world since the Second World War. Since 2010, she has travelled numerous times to Greece to cover the euro crisis. The efforts to keep the weakest euro country within the Eurosystem had a huge impact on the daily lives of millions of Greeks. In 2015, she published a book about the Greek crisis: "Worstelen aan de rand van Europa" (Struggling on the edge of Europe).

Since the outbreak of COVID, she follows up on the various economic consequences of the pandemic, mostly in the Netherlands. Last November she worked in Florida and Washington, covering the elections in the USA.



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A black and white photograph of a theater audience. The audience is seated in rows, viewed from behind, looking towards a stage. Two large, bright rectangular screens are visible on the stage. Dramatic lighting beams from above, creating strong shadows and highlights on the audience and stage. The word "SPEAKERS" is overlaid in large red letters.

SPEAKERS



KEYNOTE I

OSCAR DE BOK

CEO DHL Supply Chain

Oscar de Bok was appointed to the DPDHL Supply Chain Divisional Board in October 2019 as CEO DHL Supply Chain and Member of the Board of Management of Deutsche Post DHL Group. Previously, he was CEO DHL Supply Chain, Europe, Middle East and Africa, covering 25 countries.

Prior to joining the region in June 2016, he was the CEO for the DHL Supply Chain Asia-Pacific region. Previously, he worked at DHL as MD for Scandinavia and the Baltic region, leading the integration of Exel, the largest enterprise integration in the transportation and logistics industry. He has 25 years of expertise in the logistics industry and his qualifications include a master's degree in corporate law and private law.



SPEAKERS



KEYNOTE 2

MARTIJN BERTISEN

Country Director Google NL

Martijn Bertisen is Country Director of Google Netherlands, where he leads Google's business and operations to help individuals, businesses and clients make the most of the web. Born and raised in Limburg, Martijn returned to the Netherlands last year after 25 years abroad, together with his wife and one year old son. He started his career in retail and after joining Google 14 years ago, he spent most of his time strengthening collaborations with the retail trade in Europe. He has now been active as head of Google in the Netherlands for more than a year.



connect



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Up until now, you can find more than 4.000 alumni on the platform. When building your profile, don't forget to upload a professional profile picture.

Make use of the opportunity to get your professional photo taken here at the EBF conference. Visit the photography stand during the morning and lunch break, which is powered by FEB Career Services and the FEB Alumni Network.

Go to www.febalumninetwork.nl and get started. For more information about the labour market and career preparation check out www.rug.nl/sp/careerfeb.





SPEAKERS



ECONOMIC PARALLEL

SANDRA PHLIPPEN

Chief Economist ABN AMRO

Sandra Phlippen is an economist and sociologist and Chief Economist of ABN AMRO Bank since 1 December 2019. Sandra is also affiliated with the Erasmus School of Economics as an assistant professor, where she works on a large scale field experiment on occupational mobility. During the pandemic she participated as an economic expert in “Lessons Learned COVID-19”, an advisory board for the Ministry of Health. Sandra is active in the public domain by writing regularly for newspapers and being a guest on dutch and international television and radio broadcasts. Her focus during the last 1,5 year was on explaining the social and economic impact of the Covid-19 crisis.

From September 2016 to March 2018 she was the economics editor at Algemeen Dagblad a Dutch newspaper. Previously, she was editor-in-chief of ESB, the bi-weekly journal of economics and statistics in the Netherlands. Sandra also was board member of the Genootschap van Hoofdredacteuren and board member of the Dutch Royal Economic Society.

Sandra Phlippen graduated from Erasmus University Rotterdam and obtained her PhD in 2008.



SPEAKERS



ECONOMIC PARALLEL

PETER HEIN VAN MULLIGEN

Chief Economist CBS

Peter Hein van Mulligen (1974) is chief economist at Statistics Netherlands. He studied Quantitative Economics at the University of Groningen, where he obtained his Ph.D. in 2003 on quality adjustments in price index numbers. He started working at Statistics Netherlands in 2002 as researcher and became chief economist in 2012. In 2020, he published 'Met ons gaat het nog altijd goed', in which he debunks several pessimistic myths about the Dutch economy and society.



SPEAKERS



BUSINESS PARALLEL

VIVIENNE DE LEEUW

CFO of the Port of Rotterdam

Vivienne de Leeuw is Chief Financial Officer (CFO) of the Port of Rotterdam Authority since 1 July 2019. Her responsibilities include Finance, Treasury, Tax, Procurement, Facilities, IT, Digital Solutions and Innovation.

Vivienne graduated in MSc Business Economics at the Maastricht University in 1999.

She started working at Arthur Andersen (later: Deloitte) in 1999 in the Corporate Finance practice. In 2005 Vivienne became Head of Investor Relations at Rodamco Europe (later: Unibail-Rodamco), which at the time got its first stock exchange listing on the AEX index.

In 2008 Vivienne moved to Royal KPN as Head of Investor Relations. In 2011 she was appointed CFO of KPN Consumer Residential in 2011, a large division operating in the consumer telecoms market with 5000 employees generating EUR 2bn in revenues.

In 2017 Vivienne moved to the CFO position of RTL Nederland, the Dutch market leader in the broadcasting & entertainment sector. In addition to her financial responsibilities, Vivienne was responsible for the RTL Ventures portfolio.

- Additional positions:
- Chairman of the Supervisory Board of PortBase
 - Chairman of the Supervisory Board of Smartport
 - Chairman of the Foundation Board of Port XL



SPEAKERS



BUSINESS PARALLEL

WOUTER BOS

CEO Invest-NL

Wouter Bos combines management experience in both the private and public sector with a strong involvement in the social issues Invest-NL focuses on.

Wouter studied economics and political science at the Vrije Universiteit Amsterdam. After graduating cum laude in both studies he started his career at Shell in the Netherlands and abroad and subsequently fulfilled various political roles: as member of the Dutch Parliament (1998-2002), State Secretary for Finance (2000-2002), Party Chairman PvdA (2003-2007) and Minister of Finance (2007-2010).

In 2010 he became a partner at KPMG. He was responsible for the advisory practice for the public sector and healthcare. From 2013 to 2018 he was Chairman of the Board of Directors of the VU University Medical Centre in Amsterdam.

As of 1 October 2018, he is CEO of Invest-NL, an impact investor committed to businesses and projects that will make the Netherlands more sustainable and innovative. Its focus lies on carbon-neutral and circular economy and on innovative, fast-growing companies, or scale-ups.

Invest-NL supports innovative entrepreneurs through financing and advice according to one simple principle: impact is our goal, return is our means. As the Dutch partner for European investment institutions, Invest-NL is dedicated to cooperation and always works together with other investors. Invest-NL is headquartered in Amsterdam and employs a staff of 60 people.

A large crowd of people, mostly men in business suits, are seen from behind, looking towards a stage. The background is a large, plain white wall. The text "MASTERCLASSES" is overlaid in large, bold, red capital letters.

MASTERCLASSES



MASTERCLASSES



MASTERCLASS I

JASPER VIS

Work Stream Lead for North Sea Wind
Power Hub at TenneT

Jasper Vis is the manager for North Sea Wind Power Hub at the Dutch-German TSO TenneT. Prior to TenneT, he was country manager Netherlands for offshore wind developer Ørsted, where he was responsible for the Borssele 1&2 offshore wind farm. Jasper Vis has been working on energy issues for more than 20 years at different places including TAQA Energy, consultancy Ecofys, Dutch NGO Nature&Environment, the Dutch ministry for environment and Utrecht University.



MASTERCLASS 2

JEROEN ELKHUIZEN

CEO Belsimpel | ELSIMPEL

From his student room Jeroen Elkhuijzen started metjelaptonline.nl in 2006. Together with Jeroen Doorenbos, he anticipated on the emerging telecom market, in between studying law and philosophy. As of 2008, they continued with Belsimpel: with the intention to improve and simplify this market for the phone user. Helping the customer as if it is your own family, that's the idea! This ambition has grown into the largest telecom company in the Netherlands, with a turnover of 400 million per year. It didn't stop there, now Belsimpel continues as Gomibo throughout Europe, and they have developed two spin-offs; Verifai and Tulip Assist. From a small office in their shared student house, Jeroen & Jeroen have now moved to a large building on the Grote Markt, where you can look out over the whole city from the roof terrace. From filming commercials, developing systems, to shipping your ordered phone; at Belsimpel they prefer to do everything themselves under one roof. There, Jeroen & Jeroen work together with more than 600 driven colleagues, of which many are Groningen students. Within the company, there is a fanatical, but also fun working atmosphere: Jeroen & Jeroen are also present on the work floor and at the many outings and drinks!



MASTERCLASSES



MASTERCLASS 3

ROBERT DINGEMANSE

CEO Pal-V

After graduating from Delft University of Technology in electrical engineering and earning an MBA from the Erasmus University in Rotterdam, Robert started his career at Philips Electronics where he held several executive functions. During this period, he started a series of ventures and launched new products disrupting various fields of business. After getting in touch with the PAL-V flying car concept, co-developed with Delft University and the Dutch Aerospace Laboratories, Robert founded the company PAL-V International in 2008. The company is now revolutionizing the mobility industry by commercially offering real flying cars, offering seamless door-to-door mobility while utilizing existing infrastructure. After the commencement of flight testing the PAL-V ONE in 2012, Robert and PAL-V continued with full determination to realize the commercial product: the Liberty. This product is currently in the final stages of certification and almost ready for delivery to customers from the many countries in the world that already reserved one.

Last year the PAL-V Liberty obtained road permissions for Europe and other countries. It is currently in the final certification phase with EASA: compliance demonstration. The PAL-V Liberty is designed to comply with existing regulations, which was a very important starting point for Robert in founding this disruptive company in personal flying mobility. The first PAL-V Liberty's have been produced and are being tested extensively since. The company is currently paving the way for the use of the Liberty flying car in the market by rolling out a network of flight schools, experience centers and by contracting local sales and maintenance partners across the world.



MASTERCLASS 4

PAUL DE JONG

CEO & CSO IKEA NL

Paul leads the overall IKEA Netherlands business and has more than 6.000 co-workers. His main responsibilities are to manage the global IKEA transformation and ensuring the continued growth of IKEA Netherlands. An important focus is to provide services that contribute to customer convenience so that even more people can shop at IKEA whenever and wherever they want.

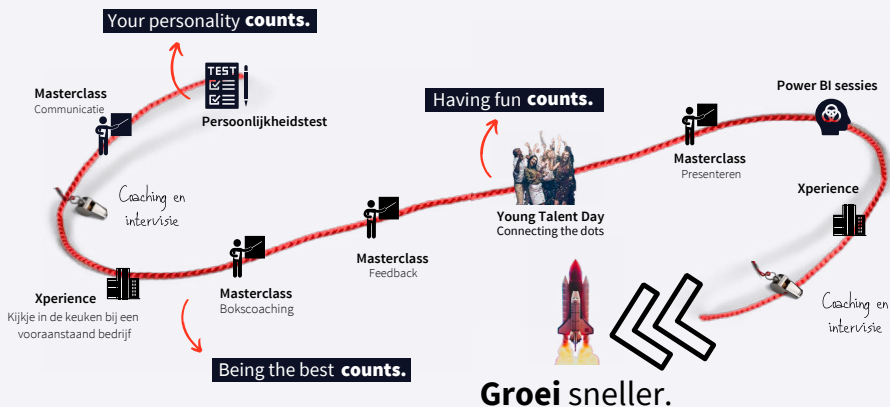
Besides new services to serve as many customers as possible, IKEA's ambition to become fully circular by 2030 is one of its main focuses. An ambition towards which we are working based on concrete interim achievements. For example, IKEA launched a return and recycling service for mattresses. Upon delivery, the company takes them back in exchange for payment. In the Netherlands, consumers are saving one to two million mattresses from incineration. In addition, earlier this year the vegetable Swedish ball was launched, and Amsterdam became the first municipality where IKEA drives fully electric.

Paul de Jong has worked at IKEA since 2009. Through various management positions within IKEA Germany, he joined IKEA France in April 2016, where he started as Deputy Retail Manager. Since April 2019, Paul is Country Manager & CSO in his motherland: the Netherlands.

Het Young Talent Program.

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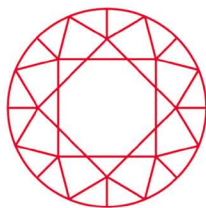
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belsimpel.

Samen met ons de internationale markt veroveren?

Wie zijn we?

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Ben jij slim en fanatiek?

Wil jij nog meer uit je studietijd halen of ben je bijna afgestudeerd? Dan is Belsimpel er voor jou!

Op werkenbijbelsimpel.nl vind je alle fulltime en parttime uitdagingen.

Wat bieden we?

- ✓ Werken in hartje Groningen in een hoogopgeleid team met een enorme drive.
- ✓ Een unieke werksfeer, met wekelijkse borrels en activiteiten en een dakterras.
- ✓ Volop doorgroeimogelijkheden & vanaf dag één maak jij het verschil!

werkenbijbelsimpel.nl

A group of four business professionals are gathered around a white table in a modern office setting. Three men and one woman are visible. The man on the right, with a beard and blonde hair, is wearing a blue suit and a patterned tie, looking down at the documents. The man in the center, with brown hair, is wearing a white shirt and a patterned tie, also looking down. The man on the left, with brown hair, is wearing a white shirt and a patterned tie, looking down. The woman in the foreground, with blonde hair, is wearing a dark blue polka-dot top, looking down. They are all focused on the documents and a diagram on the table. The diagram is a flowchart with a central figure and several boxes around it. The word "WORKSHOPS" is overlaid in large, bold, red capital letters across the center of the image.

WORKSHOPS

Workshops - Dutch Only

With Groningen's down-to-earth approach at its forefront and 400 million in turnover by 2020, Belsimpel is the fastest growing telecom company in the Netherlands. A team of 600 highly educated and fanatical colleagues goes to extremes 7 days a week to conquer the Mobile World. Our way to conquer that Mobile World? The Belsimpel Method! You can still feel the start-up mentality during many get-togethers and outings, but by now Belsimpel has grown into a large and professional company. We do things differently: we help our customers to find what really suits them in the most efficient way. With us you will find the answer to your telecom question and we get a kick out of solving the difficult puzzle for you. And as an employer, we only go for the most clever and fanatical people. To always be able to come up with the best solution for both the customer and colleagues, we do everything ourselves: building the website, our marketing and also the purchase of more than 1 million smartphones per year. On the Grote Markt in the heart of Groningen you will find the office where - apart from the 7 stores - everything takes place. All disciplines can be found here, from Marketing to Finance, Development to Operations: not just customer service but even the warehouse. Everything under one roof to run a flat, but enormously efficient organisation. By doing everything smarter, we become a little better every day. With a drive to beat ourselves every day, we have a culture where we always want to win!

Belsimpel: Going International! As a company from Groningen, Belsimpel has long been a nationally established name in the telecom sector. Of course, that's not enough: we want to conquer the Mobile World! That's why we went international. But if you want to do that, you have to do it right. What does that actually entail? For all the different fields of study that fall under the Faculty of Economics and Business Administration, this poses an interesting question. Just think of Marketing: how do you market your brand or how do you promote it? Do you do that in the same way as you are used to or differently? Will you choose a different name? You may also have to deal with other partners, such as marketing channels, as well as other providers and manufacturers. Other departments are also working on internationalisation. Business Development is looking into changing platforms and processes: how are we going to deliver abroad as quickly as possible, for example? Finance, too, must first do a lot of research. What about the financial organisation and taxes in the target country? As a student, you get the assignment to make a plan for the internationalisation of Belsimpel. Do you have what it takes? Will you really conquer the mobile world with us? For both full-time and part-time opportunities, please visit: www.werkenbijbelsimpel.nl

Randstad Groep Nederland

At Randstad Groep Nederland, we are engaged daily in 38 countries in mediating in work. We want to create value for society as a whole by playing a leading role in the world of work as the world's number one HR services provider worldwide. We help people to give their careers form and color. How do we do that?

In many ways: Through advising companies on staffing, forecasting and how to attract the right candidates, by helping candidates find the right job and coaching them in their work, offer guidance in retraining and much more. Working at Randstad Groep means that you are at the center of a world-class organization. Here you will find a company full of colleagues who want to grow every day, both as a person and as a professional.

randstad in numbers in 2020 biggest HR-service provider worldwide.

€ 20,718
billion turnover

33%
of the people working
through randstad are <25
years old

34.680
randstad employees

4.715
offices in 38 countries

568.800
people on the job every day

51%
women in management
positions



know - serve - trust - striving for perfection -
simultaneous advocacy



Dutch only

Randstad Groep Nederland

At RGN, we are engaged in mediating work in 38 countries on a daily basis. We want to create value for society as a whole by playing a leading role in the world of work as the world's number one HR service provider. Every day we help people shape and color their careers. How do we do that? In many different ways: by advising companies on staffing, forecasting and how to attract the right candidates, by helping candidates find the right job and coaching them in their work, by offering guidance on retraining and much more. Working at the Randstad Groep means that you are at the center of a world-class organization. Here you will find a company full of colleagues who want to grow every day, both as a person and as a professional.

The management traineeship

Grow into a confident manager in a world-class organization in 2.5 years' time - that's your chance as a trainee at Randstad! You'll immerse yourself completely in the world of work, get to know the inner workings of the organisation and be challenged to find solutions to current strategic issues. You will go through an intensive phased programme in which your personal development is central. During the management traineeship, you will fulfil three different roles within the organization. You will start as an intercedent for a minimum of 12 months at Randstad, Tempo-Team or Yacht, so that you will get to know our core business and therefore the operation very well. The next two roles are not fixed. You can choose for yourself. Do you want to take a leading role within Yacht to help grow key accounts? Or do you choose a role as business developer where you have to work on improving the app Randstad Go and explaining how it works to colleagues? Or would you prefer to let use your analytical skills on the HR consultancy branch of Randstad? It's all possible. Meanwhile we invest in your development by having you spend one day a week in 'de Denktank' working on your personal development. This means that after two and a half years you will be ready with your vision and ambition to make a difference for our clients, flex workers and colleagues.

Would you like to know more about our organization and our traineeship? Then take a look at: <https://www.werkenbijrandstad.nl/nl/nl/management-traineeship>

Do you have any questions? Contact our Campus Recruiter Nanne Uittenbogaard at: nanne.uittenbogaard@randstadgroep.nl

A large industrial steel mill with a glowing red molten metal ladle in the center, surrounded by complex machinery and structural steel beams. The scene is dimly lit, with light rays filtering through the upper part of the facility.

TATA STEEL



Tata Steel is challenging you! What chance do you take?

Do you want to directly contribute and make a real difference? Immediately have substantial responsibility and develop yourself rapidly? Do you want to make sure our customers can be more successful? Would you like to get the best out of yourself and are you going to help us innovate and improve continuously?

Tata Steel is one of the largest steel producers and we have the ambition to be the benchmark for the worldwide steel industry. This means staying ahead, living up to our visions and push boundaries.

Are you looking for an interesting job or internship or graduation project? Check our website or contact our campus recruiters, by calling +31 (0) 251- 494 000. Would you like to get to know us first? Please check the website for upcoming events such as inhouse days and the Business Course.

- Internships
- Graduation projects
- Traineeships
- Vacancies

challenging you

www.tatasteeljobs.nl

Dutch only

The European operations of Tata Steel comprise Europe's second largest steel producer. With main steelmaking operations in the UK and the Netherlands, we supply steel and related services to the construction, automotive, packaging, rail, lifting & excavating, energy & power, aerospace and other demanding markets worldwide.

The Tata Steel group has an aggregate crude steel capacity of more than 28 million tonnes and approximately 80,000 employees across four continents.

The development and production of high quality steel is complex. There is no comparable area in which you can experience business processes in such a massive scale. Our team is made up of people from a diverse range of personal and professional backgrounds. Many are world-leading experts in their field, whilst others are just starting out in their careers. But all share the same commitment to innovation, quality and challenge that drives our business forward.

Careers at Tata Steel represent an exciting opportunity to be part of a world-class, global business. You'll discover an organisation with the ambition and resources, backed up by the commitment to training and professional development, to help you realise your full potential. Our working culture thrives on innovation, encourages people to take responsibility, and recognises and rewards talent. You can expect to be challenged every day, but you'll have the opportunity to work alongside professional experts who can help you achieve and exceed your own ambitions.

Can you help us with innovation and continuous improvement? Are you looking for an interesting job, traineeship, internship or master thesis? Check www.tatasteeljobs.nl or contact one of our campus recruiters on +31 (0) 251 – 494 000.



HTG is pioneering by combining guts, insight and vision in our business model. Since our foundation in 1970, HTG has grown to be leading international distributor, specialised in liquors and health & beauty products. Besides that, we are leading in supplying national and international E-commerce platforms which deliver their products to the end-consumer through our channels. Because of our intelligent way of tracking inventory, we are able deliver to our customers as efficiently as possible. Our company is constantly evolving, applying the most recent technologies to improve and expand our business.

Are we a match? We look forward to meeting you during one of our business activities at the EBF Conference!



(E) Commerce

Discover which role suits you



Finance

Sparring partner, advisor and supervisor



ICT

Smart minds with passion and ambition



Logistics

At the right place, at the right time



Data Science

If we knew what we were doing, it wasn't called research

About HTG

HTG is a leading international distributor in liquors and health & beauty products to retailers (B2B) and local distributors and wholesalers. We supply our customers with a broad assortment of premium brands and private labels. Our passion for international distribution and our innovative capacity form the core of our organizational culture: unique, successful and personal. HTG is part of the B&S Group, which has been publicly listed at Euronext Amsterdam since March 2018.

Do you like a challenge and do you want to keep on developing yourself? We offer both internships as job vacancies for Young Professionals within our Sales Departments. For more information and job vacancies please visit <https://www.werkenbijbs-htg.nl/en/>.

Workshop HTG - How do we beat Amazon?

Het retail segment van B&S Group (HTG is onderdeel van B&S Group), genaamd Capi, gaat uitbreiden. Producten die ook door HTG normaliter B2B verhandeld worden, zullen nu ook online direct aan de consumenten aangeboden worden. Op dit moment heeft B&S Group losse platformen zoals parfum.nl en topdrinks.nl en fragrancenet.com in Amerika, alleen met de komst van een eCommerce afdeling luidt de vraag; hoe bieden we al onze producten op één platform aan? Denk aan Bol of Amazon bijvoorbeeld. Wat is er voor nodig om dit te realiseren? Hoe moeten we ons positioneren in de markt? Wat voor aanpassingen moeten we doorvoeren op gebied van marketing? Of moeten we juist niks wijzigen? Moeten we uiteenlopende productgroepen opsplitsen? Bijvoorbeeld Capi Beauty, Capi Drinks, Capi electronics etc. Dit zijn voorbeelden van vragen die jij voor ons kan beantwoorden!

The retail segment of B&S Group (HTG is part of B&S Group), named Capi, is expanding. Products usually supplied by HTG in a B2B-setting will now also be sold directly to the consumers. Currently, B&S Group has separate platforms such as parfum.nl and topdrinks.nl and fragrancenet.com in the US, but with the arrival of the eCommerce department, the question rises; how do we supply all of our products on one platform? Think of Bol.com or Amazon, for instance. What is needed to realize this? How does our positioning strategy look like? Which adjustments should be made in terms of branding? Or is there nothing to be changed? Should we separate different product categories? For example, Capi Beauty, Capi Drinks, Capi electronics etc. These are examples of questions that you could answer for us!

CAPE GROEP

BECOME A BUSINESS CONSULTANT IT AT CAPE!

- ✓ Short communication lines
- ✓ Informal working environment
- ✓ Personal development
- ✓ Customer contact
- ✓ Develop software by yourself
- ✓ Training in our Academy
- ✓ Social Friday
- ✓ Frequent teamparty's



"DO YOU RISE TO THE
CHALLENGE WITH US?"



ENSCHDEDE | UTRECHT



www.capegroep.nl



werkenbij@capegroep.nl



/CAPEGROEP



CAPE GROEP

At CAPE Groep we realize digital transformation, mainly for logistics, transport and supply chain companies. Digital transformation is a strategic instrument to achieve business goals, because a sound digital transformation approach results in competitive advantages and optimal processes. Together with our customers we develop low-code applications and integrations to achieve this.

Our organization continues to grow. At the moment, we employ around 100 employees in our offices in Enschede, where we are rooted, and Utrecht. With pride, we work for companies such as PostNL, BAM, DHL, Farm Trans, and many more.

Your possibilities at CAPE as a student or graduate:

- Parttime job: acquire relevant experience in the field;
- Thesis project: in our innovation department we always have sufficient thesis projects ready to be executed! Often times, the developed prototypes are actually put into practice.
- Traineeship Business Consultant: in a 1,5 year journey, we combine your skills with supplementary training in our own Academy. We help you become a fantastic Business Consultant, whilst you receive a full wage.

As a (Trainee) Business Consultant at CAPE, you will be at the customer's site with your team for the greater part of the week, to work on your projects. On Fridays everyone returns to 'the base' to share stories and knowledge during our Social Friday. Our company is young, ambitious and enthusiastic: we ensure a right balance between working hard and having a good time!

We believe in the knowledge and expertise of our employees and we maximize your freedom to determine your own path and take initiatives, we'd even be glad if you did! We believe in learning by doing: it's okay to make mistakes, as long as you learn from it.

Are you ready for a new challenge, curious and do you want to work on impactful solutions, in an informal working environment in which colleagues are always there for each other?

Go to www.capegroep.nl and get in touch!

M: werkenbij@capegroep.nl

Corporate Traineeship

Your career at FrieslandCampina



What do we offer?

- A fast track program for future leaders
- Two challenging one year assignments
- Events and activities with your interdisciplinary trainee group
 - e.g. Introduction week and factory visits
- Personal and career development program
 - e.g. One-on-one coaching, hard and soft skill trainings, internal mentoring program
- Learning program built on the 70-20-10 Model
 - 70% On-the-job experiences, tasks, and problem solving - 20% Feedback, mentoring and coaching - 10% Training courses and reading

Are you our future leader?

- Potential and capacity to grow in a fast track
- A fresh graduate or entry level work experience
- Master's degree, academic level of thinking and working
- Entrepreneurial skills, international experience and/or other extracurricular activities like an internship, your own business or a board year
- Fluent in English

Start
March/September
Duration
2 Years
Assignments
2
Headquarters
Amersfoort

Tracks

- Commercial
- IT
- Finance
- Supply Chain & Operations
- Technology

Facts about FrieslandCampina



Since 1871



23,816
employees
globally



Global Central office
in Amersfoort,
The Netherlands



Offices in **36**
countries



>100
export to
countries



17,413
member dairy
farmers



FrieslandCampina
independents



At FrieslandCampina we share the passion to get more out of milk together with 23,877 employees. Our shareholders, 16,995 farmers in the Netherlands, Belgium and Germany, supply more than 10 billion kilograms of milk per year to FrieslandCampina. The products of FrieslandCampina are part of more than 30 iconic brands in more than 100 countries worldwide. Every day we reach millions of people. With sales of 11.1 billion euros, we belong to one of the largest dairy companies in the world.

FrieslandCampina is a purpose driven company focused on winning in the global market for dairy based products. Our long-term vision is focused on generating profits in order to create extra value for our member dairy farmers. FrieslandCampina produces and sells consumer products such as dairy-based beverages, infant nutrition, cheese and desserts in countries around the world. In addition, products are supplied to professional customers. FrieslandCampina does not only have iconic B2C brands, a big part of our business is in the B2B market, where we sell ingredients and semi-finished products to manufacturers of nutrition, the food industry and the pharmaceutical sector globally.

Interested to kick start your career at FrieslandCampina?

FrieslandCampina's Corporate Traineeship is a two-year program starting every March and September, for the disciplines Finance, Commercial, IT, Supply Chain & Operations and Technology. As a trainee you are ambitious, think and act beyond boundaries and strive to develop yourself within your discipline or even broader. Our 'fast track' program for future leaders stimulates personal and professional development with lots of potential to grow in short time. You're in charge of your future career, we facilitate where we can.

Questions?! *campusrecruitment@frieslandcampina.com



DO YOU WANT TO
SHAPE THE WORLD
YOU WILL SOON
WORK IN?



WhatsApp or call us at

050 211 38 89

to discuss how we
can help you with that
dream!

We are one of the 200 marketing agencies in Groningen. But we are different.

Ten Stripes strives for a new economy, an economy that is digital, sustainable and circular. We love to combine making a positive impact on the environment and human capital while doing profitable business.

It's our mission to make the new economy bigger than the traditional economy. We'll make it happen by helping our clients with data driven storytelling. We create genuine and good stories via the right channels to the right people at the right moment. We only work with intrinsically motivated marketers who want to do the best for our clients and for our world. Do you want to join our amazing team? Click here :)

How we work with clients and what kind of talents we're looking for.

We're a fast growing marketing agency with a strong focus on our process. If you feel a fit in one of these jobs, don't hesitate to contact us for a job interview.

Strategy (mission, vision, core values and brand promise)

- We need: Strategic Marketers

Storytelling (persona's, characters, storylines tone of voice)

- We need: Storytellers

Impact Marketing (Theory of Change, measure impact)

- We need: Impact Marketers

Data driven marketing (SEO, SEA, social media, CRO)

- We need: Performance Marketers

Content marketing (copy, video, social media, podcasts)

- We need: Content Marketers

A photograph of four young adults, three men and one woman, standing in a modern office or airport terminal. They are all smiling and looking towards the camera. The man on the far left is wearing a dark green sweater and light blue jeans. The man next to him is wearing a dark grey sweater and dark jeans. The man next to him is wearing a light blue button-down shirt and dark pants. The woman on the far right is wearing a red long-sleeved shirt and black pants. They are standing in front of a large window with a black frame. A blue banner is visible in the background.

Are you ready for your next destination?

As a trainee at KLM, your possibilities are endless. Because the diversity of departments at KLM is second to none. We challenge you to look further and to discover the diverse worlds within KLM. To fully grow, both professionally and personally, and to become the best you can be.

The world is yours - check careers.klm.com for more information and the current vacancies

Royal Dutch Airlines



Climb to great heights at KLM

There are endless possibilities for interns and trainees at KLM. Nowhere else is there such a diversity of departments, people and projects. Whether you have technical/IT ambitions, dream of a director's role or want to delve into the depths of Finance: at KLM you'll find plenty of room for growth. Both professionally and personally.

Next generation innovative directors

We're looking for the next generation innovative managers. KLM has been a pioneer in aviation and the Dutch economy for more than 100 years. You, too, have the drive to innovate and improve, for example, in the field of sustainability and the manner in which we work together. Your checklist: a modern view of the world, a keen mind and a personal touch. Three unmissable qualities to navigate the future together with us. Do you have what it takes? Who knows, maybe your career will soon start at full speed at KLM!

Meet the crew - Peywand Sulyman, Technical trainee

'The hangars, airplanes; you really see the results of your work and what keeps you busy.'

'One day there seems to be nothing out of the ordinary, the next there are loads of issues. Maintenance is so dynamic, I enjoy it. An airplane is the ultimate machine in which so many technical systems come together. I would like to understand how systems work and how different parts and components work together. Not only in the airplane itself, but also in the logistic supply chain or between different departments. These matters unite in a unique way at Engineering & Maintenance.'



Samenwerken aan een financieel gezond Nederland

Het werk van het ministerie van Financiën gaat over meer dan alleen cijfers en geld.

Het gaat over mensen zoals jij en ik. Mensen met verwachtingen, zorgen, vragen en dromen. We rekenen bijvoorbeeld allemaal op financiering voor goede zorg en goed onderwijs. Op duidelijkheid over belasting-tarieven en op betrouwbare banken en verzekeraars. Dat geldt voor Nederland en daarbuiten.

Samen werken aan een financieel gezond Nederland. Dat is waar we bij het ministerie van Financiën voor staan.

Dit doen we vanuit verschillende perspectieven, achtergronden en inzichten, omdat we zo onze denkkraft vergroten. Met jouw unieke bijdrage spelen we beter in op wat past bij Nederland.

OOK BIJDRAGEN AAN EEN FINANCIËEL GEZOND NEDERLAND?
Solliciteer op een van de circa 150 startersvacatures per jaar via
Werken voor Nederland.

Dutch Only

Over het Ministerie van Financiën

Het ministerie van Financiën werkt aan een financieel gezond Nederland. Samen met de Belastingdienst zorgt Financiën voor een groot deel van de inkomsten van de overheid. Ook ziet het ministerie toe op een doelmatige besteding van het overheidsgeld. Zo zorgt het ministerie van Financiën dat belangrijke maatschappelijk kosten worden betaald als woningen, zorg en onderwijs. Dat geld is dus van ons allemaal en voor ons allemaal.

Financiën is verantwoordelijk voor de fiscale wetgeving en maakt daarnaast regels voor een goed functionerende financiële sector en het toezicht daarop. In Europa en in de rest van de wereld behartigt het ministerie van Financiën de financiële belangen van Nederland.

Werken bij het ministerie van Financiën?

Ben je kritisch? Wil je vanaf je eerste werkdag zelfstandig aan de slag in een jong en dynamisch team? Wil je de mogelijkheden krijgen om je steeds te ontwikkelen en door te groeien? Dan pas je uitstekend bij het ministerie van Financiën. De lijnen zijn kort. Dat betekent dat ook startende academici snel met de politieke en ambtelijke top om de tafel zitten. Bij ons werken vooral academici met een (algemeen) economische, fiscale of juridische achtergrond, maar er zijn ook medewerkers met een andere achtergrond, zoals bestuurs- en bedrijfskundigen, filosofen en gedragsexperts. Investeren in onze medewerkers vinden wij vanzelfsprekend. Zo blijf je jezelf ontwikkelen.

Meer weten?

Bekijk onze vacatures en de agenda op www.werkenvoornederland.nl en stuur bij vragen of meer informatie een e-mail naar recruitment@minfin.nl



NS

Tomorrow's journey starts with you

NS is active in the public transportation sector. We encourage the use of public transportation and keep the Netherlands moving. Our travellers are our 1st, 2nd, and 3rd priority in all of our activities, and we do our utmost to make their trip as pleasant and sustainable as possible from door to door. To achieve this, we are always looking for talent. Check the [website](#) for current vacancies.

Dutch Only

NS is actief in de wereld van het openbaar vervoer en houdt Nederland in beweging. Onze reizigers staan in al onze activiteiten op 1, 2 en 3. We werken intensief samen om Nederland bereikbaar te houden voor iedereen. We brengen onze reizigers naar de juiste bestemming en voorzien ze van alle gemak en service. Dit doen we door ze op tijd, veilig en in een schone trein naar hun bestemming te brengen. Maar ook door de mogelijkheid te bieden hun fiets te parkeren, een OV-fiets te huren en interessante winkelmogelijkheden te bieden op het station. Gemakkelijk reizen van deur tot deur dus. Om dit te realiseren zijn we altijd op zoek naar talent, overal in de organisatie.

Misschien denk je bij NS in eerste instantie alleen aan treinen en stations. Maar er is zoveel meer dan dat. Bij een treinreis kom je veel afdelingen eigenlijk al tegen. Zo zit IT in de Reisplanner app op je mobiel, maar ook bijvoorbeeld in de toegangspoortjes. Je abonnement is Commercie. De trein: een en al Techniek. En om financieel gezond te blijven zijn Finance professionals van cruciaal belang. Zoveel afdelingen, zoveel mogelijkheden.

Wij behoren tot de grootste werkgevers van Nederland. Met alle mogelijkheden die we onze medewerkers hebben te bieden, creëren we vrijheid én kansen voor hen. Kansen om te groeien en zich te ontwikkelen. Onze medewerkers denken vooruit, maken plannen voor de korte én lange termijn en hebben impact op de maatschappij. NS is een aantrekkelijke, dynamische werkgever waar medewerkers vrijheid ervaren. Welke rol je ook hebt, jouw werk doet ertoe. De reis van morgen begint bij jou.

Jouw bijdrage

Bij NS sta je midden in de samenleving en lever je een grote bijdrage aan de maatschappij. Zo kun je meedenken over de service aan onze reizigers, maar ook over uitdagende investeringsprojecten en complexe financiële vraagstukken. Voor starters hebben we interessante mogelijkheden, waaronder traineeships en stages. Kijk op onze pagina in het digitale programmaboek om meer te lezen over ons OM traineeship. Kom daarnaast op de conference kennismaken met ons of kijk alvast op www.werkenbijns.nl.

Contribute to the energy transition? Join our mission!



As a leading European grid operator and frontrunner TenneT is committed to a reliable and affordable electricity supply, now and in the future.

We design, construct, maintain and operate the high-voltage grid in the Netherlands and large parts of Germany, and we play a key role in facilitating the energy transition.

TenneT's Supply Chain Management enables TenneT to realise these challenging strategic goals. So, focusing on and developing high supply chain performance in close cooperation with internal clients and external partners. Learn more about this topic in the conference workshop.

Would you like to contribute to the challenges TenneT faces in the upcoming years? Then apply for an internship, graduation assignment or starter job, via www.werkenbijtennet.nl.



TenneT TSO

TenneT ensures a reliable supply of electricity to more than 42 million end-users, 24/7, 365 days a year. As a European Transmission System Operator with a key role in energy transition, TenneT designs, builds, maintains and operates the high-voltage grid in the Netherlands and large parts of Germany. TenneT works on so many challenging projects that we are always looking for talent with a passion for energy.

Purpose, Promise and Principles

Our Principles are the rules we live by at TenneT influencing how we communicate and how we behave, the decisions we make and how we work with others, both in and outside TenneT. They will support us living up to our Purpose and Promise, and are what we want people to recognise us for as we become a more flexible learning organisation.

Our principles

Ownership

To transform TenneT we need more ownership. Be responsible for your words, actions and decisions. And create a safe working environment together.

Courage

To transform TenneT we need more courage. Be honest, open and clear about what you think. Dare to make decisions, take initiative and be prepared to learn from mistakes.

Connection

To transform TenneT we need more connection. Get personally involved, work actively with others, respect different opinions and accept differences and diversity.

Are you the kind of talent who, together with some 6000 colleagues, will contribute to the energy transition? Then take a look at www.werkenbijtennet.nl and find your internship, graduation assignment or starter job and join our mission!



Graduate Programme

Our Journey. Your Future.

a  company



Dutch only

Our journey, your future

Arriva is one of the leading providers of passenger transport in Europe, employing over 53,000 people and delivering 2 billion passenger journeys a year across 14 European countries.

We are part of Deutsche Bahn (DB), one of the world's leading passenger and logistics companies, and are responsible for DB's regional passenger transport services outside Germany.

Every year we hire young professionals and trainees to build sustainable transport for the future. Are you ready to start your career with us? If you're looking for a challenging and diverse environment to begin your career, your growth opportunities at Arriva could be limitless. This is your journey. How far you go is up to you.

What you can expect on our 18-month graduate programme:

- Real responsibilities and the opportunity to make an impact early on
- Being part of a pan-European network of graduates with potential for international travel
- A structured leadership skills development programme with ongoing mentoring, coaching and career support
- Exposure to different parts of Arriva and fast progression opportunities

Workshop WATERSTAD - Arriva: Mobility Provider of the Future!

During the workshop we will focus on the future scenario in which Arriva changes to a full-mobility provider. In our case, we challenge you to come up with an innovative solution involving new forms of mobility. As a regional transport operator, one of Arriva's main challenges is to remain profitable outside peak hours. Can you think of a creative and innovative solution to help the inhabitants of Waterstad travel in the quiet evening hours while promoting the interests of both Arriva and the municipality? Like a true employee of a transport provider, you will ponder these potential conflicts of interest, come up with the best solution for all parties involved and make a convincing case as to why your solution should win!



START-UP PITCH

 **RABOBANK START-UP PITCH** 

€ 3500,-

PARTNERS:

 **Rabobank**

 **SNN**

Founded in Groningen

 **university of groningen**

 **LUNCHCAFE**



ZIEMI

Ziemi is an extra bicycle light that illuminates the legs of the cyclist, called biomotion. Through using Biomotion, Ziemi enables us to recognize human movement faster and recognize the cyclist as a human being, this as a more vulnerable traffic participant. Also it has been proven that when you are recognized as a human being, other traffic participants are much more cautious and attentive, which results in a safer traffic environment.

BRANCHKEY

BranchKey is a Platform-As-A-Service Start-up and provides a platform for Distributed Machine Learning. Users of the platform can participate in a collaborative learning environment while keeping their data secure. The users of such an environment gain insights from data that was previously inaccessible.

DROP & LOOP

Hand in your old clothes at a Drop & Loop point near you and receive a discount on your next purchase. Your clothes get a new lease of life through reuse or recycling. From the recycled yarn, we make new fabrics and products that are sold in the stores with a Drop & Loop point.



**Founded
in Groningen**



**RUG
Ventures**



**GOLDEN
EGG
CHECK**

Your research to the market?

WE OFFER YOU SUPPORT!

- businessgeneratorgroningen.nl
- 050 - 363 5459
- in Business Generator Groningen

Proud sponsor
of the EBF
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SPEAKERS



MOTIVATIONAL SPEAKER

THIJS LAUNSPACH

Psychologist, Author & Speaker

Thijs Launspach (1988) is a psychologist, best-selling author and (TEDx-) speaker. He has written several books on stress management, burn-out and millennials in the workplace, titles include bestseller *Fokking Druk* (2018), *Werk kan ook uit* (2020) and *Managing Millennials* (2019). He has a weekly column in *het Algemeen Dagblad*.

Thijs specializes in millennials and burn-outs in the Netherlands. He's a public speaker, a guest lecturer and a regular guest in talk shows. Thijs has taught classes at the University of Amsterdam and currently teaches at the School of Life. His company - in which he helps people achieve a more calm and relaxed life - is called the Rustburo.

Photo by: Bente Hilkens

INTERVIEW - THIJS LAUNSPACH



What did you want to be when you were little?

I used to want to be a rock star!!! Guitarist musician.

What were you like as a student?

I studied Psychology. The study is about human beings and social wellbeing, so in a way I was already working on what is now my current job. I was quite a lazy student and there were parts of the study I didn't find very interesting. On the other hand, I wanted to finish my studies, because I had the idea: 'I started it and therefore I have to finish it'. I wasn't very active in the student life, partly because I had a girlfriend in another city. That's why I only went to Amsterdam for the lectures and went straight home again afterwards. Looking back, I do regret that I wasn't more active in student life, like in an association. But at the time, I wasn't involved in that. Maybe I missed something in hindsight.

What has been the biggest crisis in your life so far and how did you get something positive out of it?

Currently I am working on a new book about Mental Resilience. I thought it would be ready within a year, but I have been working on it for 1.5 years and am still working on the book's approach. It has given me the opportunity to look at how I actually do things, it is a moment of reflection.

What are you most proud of? If you look at the last few years.

I am most proud that I have been able to reach a lot of people. What I always want to tell people is that it's okay to take care of yourself and sometimes take it easy. Okay doesn't even cut. It is necessary. I am glad that people have learned something from this.

Does it also happen that people come up to you to thank you afterwards?

It happens that people are really grateful and learn something from it. It's nice that people do that, because then I get the feeling that my work has meaning. The meaning of my work comes from this. Sometimes I feel like I'm just talking, so it's nice when people are grateful.



INTERVIEW - THIJS LAUNSPACH

What do you still hope to achieve?

Number one is that I would like to publish my new book. I also hope to continue with what I'm doing now. For the rest I don't really have any defined goals.

What challenges you in your work?

What is challenging about my work is, among other things, the speaker's work. How can I make sure that my story really gets through to a specific audience? What do they want to hear? Before every lecture, I think about what kind of audience there will be and from there I look at what story I want to tell and how I will do that exactly.

Who is your role model?

Jordan Pieterston, he is a psychologist who gives his vision about life in this time and the world. I don't always agree with him, but in the things he says about how to divide life I see a great inspiration. When I think about new material, I do listen to or read a lot of his work.

At what point did you realize that you wanted to be a motivational speaker?

In secondary school, I discovered that I was quite good at listening to what people had to say and that I was a real listener. This made me realize that I would like to help people. That's why I wanted to study psychology.

You could also have become a therapist with psychology, why did you choose your current job as motivational speaker?

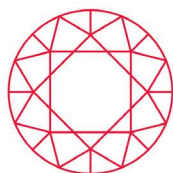
In my first year of work, I started working as a therapist in a practice. Then I found out that it was useful work, but it didn't suit me. Then I started writing and eventually lecturing.

If you could give one piece of advice to the students of Groningen, what would it be?

Make sure you figure out a way of living/working/studying that allows you to achieve your goals and ambitions, and live how you want to live, but without draining yourself on the short term. There are so many students who drain themselves and get burnt out. That is a shame, because you will suffer from that for a long time. In the long run, it helps to give yourself a break sometimes.



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SOCIAL



During the social, you can relax after a long day of inspiring speakers, interesting parallels, workshops, and masterclasses. With a drink accompanied by snacks, you can socialize with fellow participants. Apart from this, you also have more recruitment opportunities. During the social, you can continue your conversation from the workshop or speak with different recruiters from different companies. The EBF Conference organisation added new touches to this 13th edition of the EBF Conference which you will certainly enjoy. We hope to see you there!

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TESTIMONIAL ROWAN DRENTH

Ever wanted to know what it looks like to organise an event for 600 people? Want to experience what it is like to get in touch with inspiring speakers and interesting companies? Want to meet new people and boost your CV? Then I believe the EBF Conference Board is something for you!

A whole year to prepare for a conference consisting of two days? That is exactly what we thought when we started our board year in October 2020. But as time passed by, we soon realised that such a big event requires a lot of preparation. Being the largest two day student conference of the Netherlands, you have to dream big and be creative as it is truly a unique experience to be able to shape an event of this size to your liking. Designing a theme and subthemes, keeping in contact with companies and interesting speakers, setting up a day program, designing the promotion planning and many other tasks that need to be taken care of. While these tasks come with a lot of responsibilities and challenges, they are also very educational and fun!

In our board year we started with six board members, all having different functions. From logistics, to treasurer and from commercial to public relations. Every task comes with its own responsibilities and it is important that everyone is committed, enthusiastic and motivated to make sure that every part of the Conference is taken care of. From March onwards four committee members from the Day Organisation strengthened our team. Together with them we made sure that the EBF Conference could be a huge success!



Besides working hard during office hours we made sure that we planned enough informal activities together during after hours. Every monday night we had boardnight, where we ate together, drank together and went to parties together. We went on a board weekend, planned a holiday to Split, visited the Efteling together, mixed with other boards and had many other activities.

All in all, it was an unforgettable year with amazing people and amazing experiences. Joining the EBF Conference Board was one of the best decisions I have made during my student time! So, are you already excited to develop yourself on a professional and personal level, expand your network and gain practical skills? Then apply for the EBF Conference Board!

Rowan Drenth - EBF Conference 2021





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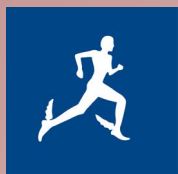


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