



CONFERENCE

CONFERENCE DAY 2023 BOOK OF ABSTRACTS



THE ART OF ADAPTING

ACHIEVING SUCCESS IN A WORLD OF DISRUPTION


COLOPHON

EDITOR

AZRA BALIC

CONTENT

AZRA BALIC



WELCOME AT THE EBF CONFERENCE

CONTACT INFORMATION:

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AGENDA CONFERENCE DAY 2023

TIMESLOT	ACTIVITY	LOCATION
8:30 - 9:15	Reception	Theatre Foyer
9:30 - 9:45	Grand Opening: <i>Annemijn Hilbolling</i>	Theatre
9:45 - 9:55	Opening: <i>Tom Jessen</i>	Theatre
9:55 - 10:30	Keynote 1: <i>Dolf van den Brink</i>	Theatre
10:30 - 11:05	Keynote 2: <i>Agnes Koops-Aukes</i>	Theatre
11:05 - 11:25	Break	Theatre Foyer
11:25 - 12:35	Economic Parallels: <i>Arie Koornneef & Tom Arends</i>	Springer Hall
	Business Parallels: <i>Dominique Hermans & Janus Smalbraak</i>	Theatre
12:35 - 13:45	(Recruitment) lunch	Theatre Foyer Business Lounge
13:45 - 15:45	Masterclasses & Workshops	Springer Hall Workshop Rooms
15:45 - 16:05	Break	Theatre Foyer
16:05 - 16:45	Entrepreneurship Q&A	Theatre
16:45 - 16:55	Closing Remarks	Theatre
16:55 - 17:55	Network Social	Theatre Foyer
18:30 - 21:45	(Recruitment) Dinner	Martinikerk
22:00 - ...	Afterparty	't Vaatje

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ANNEMIJN HILBOLLING

CHAIRMAN EBF CONFERENCE 2023

Growth cannot happen without change. Almost everything has changed compared to ten, fifty, or a hundred years ago. In order to improve ourselves, our processes, and our way of life we need to adapt. This year's EBF Conference revolves around this concept of adaptability and change.

Yet, mastering *'the art of adapting'* is not straightforward, unchallenging, or quick. We face constant challenges that may disrupt the way to change successfully. However, one cannot stand still and needs to be constantly adapting to move forward. Charles Darwin once said about this matter that *"it is not the strongest or the most intelligent who will survive but those who can best manage change"*.

Although some companies have changed successfully, there are many processes and steps required to lead to this outcome. Nevertheless, there are also many who fail in their efforts to change or that fall somewhere in between. But, these unsuccessful attempts of change also bring opportunity and learning moments.

During our board year, we have also realized that to grow the EBF Conference we must be able to adapt to changing circumstances and expectations. Just like companies, we also strive to improve the EBF Conference each year. Therefore, we have also made some adaptations in order to build on the professionalism of the EBF Conference

We hope you will be inspired by our renowned speakers, interesting entrepreneurs, and insightful workshops. Hopefully, there are also some learning moments and new opportunities arising for you! Together with the EBF Conference Board and Day Organisation, we hope you like the 15th edition of the EBF Conference!

Annemijn Hilbolling
Chairman EBF Conference Board 2023





PROF. JACQUELIËN SCHERPEN

RECTOR MAGNIFICUS OF
THE UNIVERSITY OF GRONINGEN

‘The Times They Are A-Changin’’, Bob Dylan sang back in 1964, and nearly 60 years later, they still are. Not to mention the fact that changes are now succeeding each other at such a rapid pace that it is becoming increasingly hard to keep up and respond to them adequately. Past a certain point, this is in fact no longer possible, which paves the way for disruption, itself a kind of ‘fast-forward change’. Disruption can also be triggered by external influences or by completely unexpected new developments. The climate crisis, the rise of AI, the COVID-19 pandemic, or the war in Ukraine: these are all disruptive factors whose effects we have seen and still see with our own eyes.

Disruption leads to new situations, and therefore it also often offers new opportunities for those who can harness them. One example from the geological past dates back 65 million years. The dinosaurs had become the most successful animals on earth, thanks to a gradual evolutionary process of adaptation to the living conditions of the time on our planet. But then a mega-disruption occurred, in the form of a gigantic asteroid that collided with the earth. We all know what happened next: non-bird dinosaurs became extinct, and mammals (including *homo sapiens*) seized the opportunity to become the new most successful animals.

The theme of this conference is ‘The Art of Adapting. Achieving Success in a World of Disruption.’ It focuses, of course, on our own times, and especially on the world of economics and business. But adaptability is relevant to all situations, and a key to success for us all. This applies just as much to universities such as ours, which stand at the heart of society.

This year, the University of Groningen is celebrating its 410th anniversary. You will soon receive more information about the accompanying events, and we hope you will join us in the festivities. Reaching the respectable age of more than four centuries for our university was no walk in the park. We could only do it by changing and adapting, also during periods of disruption, such as the threat of forced closure during the annexation of the Dutch Republic by France at the time of Napoleon, or the destructive fire at the Academy Building in 1906.

In a world that is disruptive in many ways, the UG clearly wants to remain successful, also by applying the art of adaptation. One example that I would like to mention is the creation of four Schools to counter the potentially disruptive challenges of our times, in collaboration with societal partners and the general public: Public Health, Digital Society, Technology and AI, Sustainable Development, and Energy and Climate.

I wish you all a very interesting and successful conference, hopefully without any technical or logistical disruptions, although I fully trust that if there was such a glitch, you would manage to find a way to adapt to it, as befits inventive and enterprising UG students!

Professor Jacqueliën Scherpen
Rector Magnificus of the University of Groningen



PROF. DR. PETER VERHOEF

DEAN FACULTY OF ECONOMICS AND
BUSINESS

Dear Participants,

Today's society is faced with multiple challenges. The most important is the ongoing climate change, that is affecting our daily lives across the globe. But there are many other challenges faced. The War in the Ukraine has shown that peace should not be taken for granted, and has caused strong energy supply issues and well as disruptions in the World's food market. This all has led to high inflation levels and reducing the buying power of consumers and increasing poverty. On the technological side the increasing digitalization and the strong development of AI tools, such as ChatGPT, is posing challenges for institutions and our society. Finally, after decades of globalization, regionalization is becoming the trend and geo-political tensions between the West and the East are rising.

The question is how we react to these changes or disruptions. Should we aim to fight them or adapt? As a society we should aim to reduce carbon emissions to stop climate change. This is though very complex, in a society that aims to continue the ways of living (i.e. nice holidays) and industries with existing assets. Strong measures of governments are therefore needed, but they in our democratic society governments need to be assured of support of their society, that can be faced with higher prices and lower welfare.

In many cases as a society we also should adapt. The climate is already changing and we should adapt to accompanying changes in nature (i.e. storms, heat waves), and be more resistant to these changes. In the Netherlands we have a long tradition how we can cope with rising water levels. Next to fighting climate change, measures for climate daptation are thus needed.

Adaptation is also needed for many other changes. De-globalization requires another way thinking and how we develop business strategies. Supply chains will become more regional and less global and will thus be adapted. In the same vein we need to consider how new technologies can be embedded in our economy. What does the upcoming of AI for example imply for future jobs? And thus, also what does this imply for our economic and business education? Which skills are relevant for the future?

These great challenges require deep thinking and discussion. As a dean of the Faculty of Economics and Business of the University, I am very pleased that this year's conference of EBF focuses on disruptions and adaptation. Our student association EBF is each year able to organize inspiring events, in which leading policy makers and business leaders share their insights with our students, staff and our alumni. I wish you all a great EBF conference 2023 and look forward meeting you during the conference.

Prof.dr. Peter Verhoef
Dean Faculty of Economics and Business
University of Groningen



THEME



THE ART OF ADAPTING

ACHIEVING SUCCESS IN A WORLD OF DISRUPTION

“Change is the law of life. And those who look only to the past or present are certain to miss the future.” This quote was said some time ago by John F. Kennedy but is still relevant to this day. This quote shows how the world is characterised by constant change. In such a world, adaptability has become an essential competence for individuals and organisations. The ability to pivot, adjust and evolve in response to new challenges and disruptions is crucial for success in any field, especially in recent times. These disruptions are all around us. Money is becoming increasingly digitalised.

The labour market is changing to where employees have become more powerful. The polarising world is creating challenges both in stakeholder management and strategic dualities. In order to deal with these disruptions, the art of adapting must be mastered. The “art” of adapting involves a combination of flexibility, resilience, and creativity. It requires the ability to anticipate and respond to changes in the market, technology, and society, while maintaining a clear focus on long-term goals and values. Adapting also requires the willingness to take risks, experiment, and learn from failure. When companies master all these elements, they will unlock new opportunities and will be more likely to achieve success in this world of disruption. What are different ways to master the art of adapting? And what frameworks are being used by companies to adapt to these disruptions?

This subtheme will be described more by the following speaker: Dolf van den Brink.



SUBTHEME I

POWER OF THE EMPLOYEE

Since the start of capitalism, the ones who controlled the companies and designated employees' positions and salaries were the ones who decided the rules. Workers who were offered a job were often indoctrinated into a philosophical belief system where they thought they should be grateful even to have a position. In recent years, power has shifted from employers to employees. In many industries and regions, there are more job openings than there are qualified candidates to fill them. This gives employees a stronger bargaining position, as employers are more likely to offer higher salaries, better benefits, and other perks to attract and retain workers. Furthermore, the rise of social media has provided greater transparency about the workplace and increased awareness of working issues. Recruiting is no longer about offering people a spot or about attracting employees with high salaries and bonuses. Firms must be creative, include employees in decision-making, give them the ability to develop themselves, and offer flexibility. In 2023, amid a looming economic downturn, organisations will continue to face significant challenges — and how they respond could determine whether they are an employer of choice. How can both companies and employees distinguish themselves in the changing labour market? What are the downsides to this new way of recruiting?

This subtheme will be described more by the following speakers: Camiel Selker, Tuur Elzinga, Dominique Hermans, Iris Arends, Jessica de Bloom & Marcel Molenaar.



SUBTHEME II

MANAGING STRATEGIC DUALITIES: PURSUING CONFLICTING OBJECTIVES

Nowadays, companies are often faced with the challenge of conflicting objectives. Dualities refer to the tension that arises when a company is trying to achieve two or more seemingly contradictory objectives simultaneously. These dualities, among other examples, could range from balancing short-term and long-term objectives, being sustainable versus being cost-efficient, or balancing ethical considerations versus financial goals. Dualities are an unavoidable aspect of organisational life, and failure to manage them effectively can lead to various negative consequences. Mismanaging the duality of short-term versus long-term objectives can, for example, lead to financial instability. When companies seek immediate gratification, this could lead to overspending or taking on too much debt, meaning they would fail to save for the future. Mismanaging the duality of sustainability versus being cost-efficient could lead to losing a long-term competitive advantage. Companies need to be sustainable to secure a long-term position, but they also need to be cost-efficient to become a market leader to secure their long-term position. Identifying and balancing these dualities will lead to prosperity and a competitive advantage over other companies. Understanding these dualities will grant companies better-informed decision-making, driving them to improved performance and long-term success. What strategies do multinationals apply to account for these conflicting objectives? Is it possible to develop a framework to help companies balance these dualities?

This subtheme will be described more by the following speakers: Arie Koornneef, Nina van Hasselt & Margriet de Kroon.

SUBTHEME III

SATISFYING GLOBAL STAKEHOLDERS IN A POLARISING WORLD

In a (business) world that is becoming increasingly polarised, companies must be able to effectively satisfy the demands and needs of global stakeholders, who each have their own opinions and needs. Businesses have to identify and address these differences to build solid, lasting relationships with their stakeholders. When operating in different countries, companies need to balance national interests with global cooperation. In a polarised world, countries may prioritise their interests over working collaboratively with others. Examples of such issues include: trade frictions, the war in Ukraine or the corona crisis. Companies will need to make an informed decision between becoming autonomous and producing certain products themselves or importing these products. In such decisions, satisfying the different visions of all stakeholders is an ever-increasing challenge. Effectively satisfying global stakeholders includes understanding cultural differences and being open to different perspectives. Additionally, companies must be able to use data and analytics to inform their decisions and create strategies that will enable them to satisfy the needs of their stakeholders. Such external pressures exert other internal forces on corporate leaders. Corporate leaders have to weigh the effects that certain actions have on the objectives of stakeholders. They may have to balance, given the risks, near- and long-term market priorities. What strategies can leaders incorporate to effectively satisfy the demands and needs of global stakeholders? How can companies ensure that their actions align with the visions of their stakeholders?

The speakers that are going to talk about this subtheme are: Agnes Koops-Aukes, Janus Smalbraak & Alain Visser.




SUBTHEME IV

NAVIGATING THE NEW LANDSCAPE OF MONEY

The landscape of money has undergone a significant transformation in recent years, driven by the rapid growth of digital technologies and the rise of new forms of currency. Cryptocurrencies such as Bitcoin, Ethereum, and Litecoin have become popular alternatives to traditional fiat currencies, offering users greater privacy, security, and decentralisation. Meanwhile, mobile payment platforms and digital wallets have become increasingly common, allowing consumers to make transactions quickly and easily without physical cash or credit cards. These developments have opened up new possibilities for financial inclusion and empowerment, but have also raised questions about regulation, security, and financial stability. In some countries, there is still a preference for cash due to concerns about privacy, security and access. As the digital economy continues to expand and evolve, the future of money looks set to be more diverse, decentralised, and technologically advanced than ever before. Those who embrace and adapt to these changes will be well-positioned for success. But how can companies adapt to this new landscape of money? And what opportunities and risks does this shift bring?

This subtheme will be described more by the following speaker: Tom Arends.



A black and white photograph of a large audience seated in a dark hall, looking towards a stage. Two bright spotlights illuminate the stage area, creating a large 'X' shape of light beams that cross in the center. The audience is seen from behind, filling the lower half of the frame.

WELCOME AT THE EBF CONFERENCE

MODERATORS



CHAIR OF THE DAY

TOM JESSEN

Professional moderator

Tom Jessen stands as one of the most highly regarded event hosts in the Netherlands, renowned for his captivating presence and exceptional ability to engage audiences. With a career spanning over a decade, Tom has established himself as a true master of ceremonies, seamlessly guiding events of all sizes with his personality and professional finesse.

Not only a distinguished host, but Tom is also a familiar voice in the world of podcasting. Many listeners know him as the co-host of the popular “Maarten van Rossem - De Podcast.” With his insightful interviews and thoughtful commentary, Tom has become a key figure in the podcasting landscape, enriching discussions on a variety of topics.

His journey into the spotlight began with a passion for communication and a knack for creating memorable experiences. Tom’s innate ability to connect with diverse audiences has earned him a reputation as a go-to host for corporate functions, conferences, and special occasions. His natural charm, combined with a keen sense of humor, ensures that every event he hosts becomes an unforgettable experience for attendees of EBF Conference.





CO-CHAIR OF THE DAY

Marlies Tousain
T.V. Host and Moderator

What if all brands and companies use their power as a force for good? Marlies is a positive activist and strong believer that business can boost societal & environmental change. As founder of Impact Companions, leadership coach and boardroom advisor, Marlies understands the importance of teaming up for impact. It drives her to translate authentic power into actual actions.

This way, she guides leaders and brands in the transition to turn purpose into practice. In different commercial (executive) positions, Marlies gained experience in the Champions League of major FMGC brands (e.g. Red Bull, Unilever, Heineken). Furthermore, she is involved in many organizations on the rise, NGO's and fast-growing start-ups. Her urge for more authenticity and spirit in the board room motivated Marlies to start her own business. This professional change came as a result of a personal one. The enthusiasm, inner drive and uniqueness that had led her to the top had disappeared over time. Because, despite the amazing experiences she had, the corporate working environment felt more and more like an oppressive, plastic wrap to her.

Marlies experienced at firsthand how hard it is to keep your spirits up and stay true to your personal strengths and energies in a rigid system. Tousain specialised in helping business leaders to overcome similar downwards spirals and keep the spirit alive to approach business as a force for good. Now, she assists frontrunners in the transition to a new system; one with a positive impact on nature and society, one with purpose-driven growth, one with authentic leaders who inspire others with their actions.

Marlies holds 2 master degrees from the Radboud University Nijmegen. In both business administration and communication.





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SPEAKERS



KEYNOTE I

DOLF VAN DEN BRINK

CEO HEINEKEN COMPANY

Dolf van den Brink was appointed Chairman of the Executive Board / CEO of HEINEKEN N.V. in June 2020.

Dolf joined HEINEKEN in 1998 as a Commercial Management Trainee. Between 1999-2005 he worked in various marketing and commerce roles at Vrumona and in Global Commerce. In 2005 he was appointed Commercial Director at Bralima in the Democratic Republic of Congo. He then move to New York in 2009 to become Managing Director of HEINEKEN USA for six years. In 2015 he was appointed Managing Director of HEINEKEN Mexico (Cuauhtémoc Moctezuma). After three years he then moved to Singapore to become President, APAC in 2018 and joined the Executive Team.

A native of The Netherlands, Dolf attended the Advanced Management Program in Wharton, University of Pennsylvania, and has a MA in Philosophy and MSc in Business Administration, both from the University of Groningen in The Netherlands. He is a 2014 Henry Crown Fellow of the Aspen Institute and a member of the Aspen Global Leadership Network.

In 2016 Dolf received the Vital Voices Solidarity Award for his and Heineken Mexico's work against domestic violence in Mexico. In 2012, Fortune Magazine listed him as one of their "40 Under 40".

Dolf is married to Sylvia and has 2 daughters.





KEYNOTE II

AGNES KOOPS-AUKES

CEO PWC NL

Agnes Koops is the Chairman of the Board of Management and CEO of PwC The Netherlands. PwC The Netherlands has more than 5,700 people operating from twelve offices and from three Lines of Service: Assurance, Tax & Legal and Advisory. They deliver sector-specific services and innovative solutions, not only for national and international companies but also for public sector and civil society organizations.

Agnes was born in Groningen and, as a farmer's daughter, grew up in Oostum. After the HEAO, she met the HR manager of PwC in a discotheque. He inspired her to pursue a career in accounting. Via a master's degree in accountancy (University of Amsterdam) she ended up at one of PwC's legal predecessors in 1992. Fifteen years later she became partner. As chair of the assurance practice, she joined the Board of Management in 2018. In 2019 she was a finalist in the election for Top Woman of the Year. In addition to her position at PwC, she is currently a member of the Supervisory Board of the Groninger Museum.



Get your LinkedIn photo taken, start networking with alumni, and get your CV & LinkedIn checked

Networking and creating a good CV are one of the most important aspects of finding a job as a graduate.

To help you take the first step towards finding a job, FEB Career Services offers a wide range of workshops and events that will help you gain valuable professional skills. *Find more information on www.rug.nl/sp/careerfeb.*

During EBF Conference Day, you can get your **CV and LinkedIn checked** by one of our experienced student team members. You can find our stand on the first floor on 6 October.

Also, make use of the opportunity to get your **LinkedIn photo taken**. Visit the photography stand on 6 October during the morning and lunch break in the Foyer.

Apart from LinkedIn, another way to start networking is our **FEB Alumni Network**. Here you can get in touch with a FEB Alumnus who can help you explore, define and pursue your career interests. Sign up to the FEB Alumni Network platform and start connecting on www.febalumninetwork.nl





ECONOMIC PARALLEL I

ARIE KOORNNEEF

CEO ASN BANK

Arie Koornneef is sinds 2017 directeur van ASN Bank. Het klantenbestand van deze duurzame bank groeit snel. Internationaal maakt de bank impact door als duurzame aanjager het goede voorbeeld te geven op de drie pijlers van haar duurzaamheidsbeleid: klimaat, biodiversiteit en mensenrechten.

Arie omschrijft zichzelf als een verbinder die graag denkt en doet.

Eerder was hij onder werkzaam in de directie SNS, ook onderdeel van de Volksbank. Daarvoor was hij een aantal jaren werkzaam bij NGO's. Eerst bij Youth for Christ, daarna bij Simavi.

Zijn persoonlijke ambitie is om duurzaam bankieren voor iedereen bereikbaar en aantrekkelijk te maken. Bereikbaar door heldere, begrijpelijke producten te bieden. En aantrekkelijk door te laten zien dat duurzaam bankieren financieel en maatschappelijk rendement oplevert. Want hoe meer klanten zich aan ASN Bank verbinden, hoe meer impact de bank kan maken om te bouwen aan een duurzame en rechtvaardige samenleving.

Arie Koornneef has been managing director of ASN Bank since 2017. This sustainable bank's customer base is growing rapidly. Internationally, the bank is making an impact by leading by example as a sustainable booster in the three pillars of its sustainability policy: climate, biodiversity and human rights.

Arie describes himself as a connector who likes to think and act. Previously, he served on the board of SNS, also part of Volksbank. Before that, he worked for a number of years at NGOs. First at Youth for Christ, then at Simavi.

His personal ambition is to make sustainable banking accessible and attractive to everyone. Accessible by offering clear, understandable products. And attractive by showing that sustainable banking generates financial and social returns. Because the more customers commit to ASN Bank, the more impact the bank can make to build a sustainable and just society.



ECONOMIC PARALLEL II

TOM ARENDS

CEO & CO-FOUNDER PEAKS

Tom Arends (1979) has been involved in investing his entire career. In 2002 he completed his studies in International Business at Tilburg University, and that same year he started his first job as an investment strategist at Robeco/IRIS (IRIS was at the time a joint venture between Rabobank and Robeco). Until 2008, Arends steadily built his investment career in various roles at IRIS.

In 2009, Arends made the move to Rabobank, where he helped set up the new investment organization. In this role, Arends managed a team of econometricians and mathematicians engaged in developing smart tools, algorithms and applications in the areas of savings, investment and retirement.

After just under four years, he traded this role for that of Lead Business Change Manager for Investments and was a member of the Savings & Investments Management Team. Under his leadership, Rabobank won the award for Best Investment App two years in a row. In addition, Arends introduced one of the first online wealth management solutions in Europe with Rabo Beheerd Beleggen.

From 2015, he focused increasingly on developing Peaks, which he co-founded with Sijbrand Tieleman and Rutger Beens. With Peaks, he is giving shape to his passion to make investing truly accessible to everyone. Under Tom's leadership, Peaks has grown from fintech startup to scaleup. Peaks operates in the Netherlands and Germany, serves more than 100,000 customers.



BUSINESS PARALLEL I

DOMINIQUE HERMANS

CEO RANDSTAD NORTHERN EUROPE

Dominique Hermans, Randstad's Chief Executive for Northern Europe and member of the executive leadership team, grew in 22 years with the company as the largest global talent organization. She started her career in engineering and quickly found the mix of technical and human needs to fit. Hermans joined Randstad in 2001, moving from regional to national manager, where she would later become CEO of Randstad Group Netherlands in 2021. Today she leads 13 European countries for Randstad. Hermans remains committed to making the workplace better for everyone and serves as a thought leader for inclusion and fairness.

The world of work is constantly changing. Today, people think about work and career differently than previous generations. As a result, the need for equitable and specialized work solutions has increased enormously. It's Randstad's global ambition to be the partner for talent. We realize that work is important in a person's life. Randstad has been bringing together talents and organizations worldwide for 60 years. Not only once, but throughout their whole working life, as a true partner for their career. This started in 1960, when Randstad founder Frits Goldschmeding brought his very first temporary employee to her new job on the back of a bicycle, so that she could find her new workplace and arrive on time. From this attitude we allow employees and organizations to flourish. Because that is important to us: bringing out the best in all parties.

Helping people find a suitable job and help companies achieve their goals through their workforce, now and in the future, is Dominique's everyday passion. From her engineering background she strongly believes in the role of technology in that journey. From her being a thought leader for inclusion and equity she sees the value of a human centric approach. The combination of both, makes her thrive.



BUSINESS PARALLEL

JANUS SMALBRAAK

CEO PON HOLDINGS

Janus started with his study in law at the University of Amsterdam after which he also achieved an MBA at the University of Bradford. Janus's career started at NeSBIC after which he joined Pon Holdings in 2000 where he has had several different roles within the firm and then became the CEO since 2010. He is also chairman of the supervisory board of IMCD and board member of the RAI association.

Pon is a leading family-owned multinational headquartered in The Netherlands. Pon employs over 15.500 people across six continents and in 34 countries. Pon's renowned brands and over 110 businesses are organized into four main clusters: Automotive, Pon.Bike, Equipment & Power Systems and Agricultural Products & Services. What moves Pon is to keep people, cities and industries moving – in a more efficient and sustainable way. In the Netherlands, Pon is the biggest mobility group, providing millions of people with bikes, cars, and mobility services every day.

Pon is an importer of Volkswagen Group vehicles into the Netherlands. More than one in five cars sold in the Netherlands are Pon cars. In the U.S. Pon has a strong position in the luxury car market, representing not only the brands of the Volkswagen Group, but also other brands, including Aston Martin, BMW, Rolls-Royce and Land Rover. Pon is the official importer of Jaguar and Land Rover in Vietnam.

Pon.Bike is a leading player in the global bicycle industry, delivering approximately 2.8 million bicycles in 2022. Pon's portfolio includes some of the best-known brands in the industry, including Gazelle, Kalkhoff, Urban Arrow, Caloi, Cannondale, FOCUS, Schwinn, Mongoose, Santa Cruz, GT and Cervélo. Through these brands, Pon offers a complete range of premium, urban, road, mountain and cargo bikes. More than 30% of the bikes Pon sells through independent dealers are e-bikes.



MASTERCLASSES



MASTERCLASS I

CAMIEL SELKER

CHIEF PEOPLE OFFICER OPTIVER

Camiel (1976) is Global People Officer and Chief People Office Europe at Optiver, with the assignment to create one global team to deploy the best talent to the biggest business opportunities. He joined Optiver in July 2022, having been the advisor to the Board since September 2020 and having been the interim CPO of the US between January 2021 and September 2022.

Before joining Optiver, he was a founding partner of Focus Orange (2011) and Crunchr (2014), two companies focused on the effective deployment of people in organizations. He was advisor to the (Supervisory) Boards of a wide variety of organizations, mostly multinationals and international scale-ups. His primary focus in that role was to support Boards on executive compensation, workforce strategies and transformations. Focus Orange was acquired by PwC in 2021, where he joined as a Partner until July 2022. Crunchr received its series B investment in 2021 and is now expanding in the US.

After his studies of Law & Economics in Utrecht and Cambridge, Camiel joined Towers Perrin in 2001. He became Managing Partner for the Netherlands in 2008 until the merger into Towers Watson (now WTW) in 2011.

Next to his role as GPO, he lectures at TIAS Business School on 'Human Capital in the Boardroom' and is author of the book 'Bovenbazen' (2016). He is married, has three sons and tries to spend as much time as possible with his family, while maintaining his hobbies as football coach, cyclist and skier.



MASTERCLASS 2

NINA VAN HASSELT

SENIOR PARTNER MANAGER

TOO GOOD TO GO

Nina van Hasselt is Senior Accountmanager at Too Good To Go. Since joining Too Good To Go, Nina has played a key role in growing the hospitality segment and making food store owners aware of food waste and their possible impact by working more sustainably.

Nina's journey began in sales and project management. However, she soon found her true calling in relation management, giving external training, and public speaking. Especially working for a mission, and convincing entrepreneurs to do better, is one of her passion. Making an impact is important for her.

In addition to her role at Too Good To Go, Nina holds a significant position as a Senior Trainer at Young Impact, a foundation dedicated to empowering today's youth to make a meaningful difference in the world.

In her free time, Nina is a DJ, loves to cuddle with dogs, likes playing padel, and she challenges herself with running marathons.



MASTERCLASS 3

ALAIN VISSER

CEO LYNK & CO

Never afraid to provoke, Alain Visser is a man devoid of restraint when it comes to voicing an opinion or two on the status quo. Motivated in changing the way global manufacturers and dealership networks work, visionary Visser is pathing the way forward for the world's fastest growing brand. Aiming to make mobility an accessible, viable and ultra-modern norm.

In the past few years, Alain has been named within the top ten most influential CMOs in the world by Forbes Magazine – for his honest and forthright approach in making big changes within the industry. Before heading up the charge to change the way the world views mobility forever at Lynk & Co, Alain served as Vice President of Marketing, Sales and Customer Service at Volvo Cars, globally.

Alain also worked at General Motors for eight years. His roles there included Chief Marketing Officer and Vice President of Sales, Marketing and Aftersales at Opel/Vauxhall. Alain was also a Member of the Board of Adam Opel AG. Before that he spent 17 years at Ford Motor Company.

Born in Belgium, Alain started his career in the automobile industry in 1986, he holds a Masters of Science from the University of Antwerp, as well as an MBA from Duke University in North Carolina, and speaks six languages, including Italian, English, French and German.



MASTERCLASS 4

MARGRIET DE KROON

CMO - INNER CIRCLE

Margriet de Kroon holds the role of Chief Marketing Officer at Inner Circle, a prominent dating platform renowned for its curated community of like-minded singles. Her professional journey commenced in the dynamic realms of fashion and e-commerce, providing her with invaluable insights into the world of digital marketing.

In 2015, Margriet was invited to join the ranks of the rapidly expanding recruitment specialist, YoungCapital, where her strategic emphasis on performance marketing played a pivotal role in the company's growth. During her time there, she also successfully transformed YoungCapital into a vibrant lifestyle brand, catering to the aspirations of young individuals. Through various roles, she was part of the company's growth from 250 to 1500 employees. Serving as CMO, she handled marketing and communications for five different brands across the Netherlands and 8 other European countries. After spending nearly seven years at YoungCapital, Margriet sought a new challenge and assumed the position of Managing Director at the creative agency, HERC. There, she collaborated with brands like Bols, Tony Chocolonely, and KPN.

Margriet has currently returned to the client side, now applying her expertise at Inner Circle in a role akin to her previous one at YoungCapital. However, this time, her focus has expanded to encompass a more global approach, particularly catering to the app's growing popularity in the vibrant Latin American market. Beyond her professional endeavors, Margriet actively contributes to the advisory board of Dance4Life, a Dutch foundation dedicated to educating children about sexuality. Her commitment to this social cause underscores her passion for making a positive impact beyond the realm of business. Margriet de Kroon holds a master's degree in Communications from the University of Amsterdam. With a humble and steady approach, Margriet de Kroon continues to contribute her expertise to the success of Inner Circle, striving to create meaningful connections among singles within the platform's carefully cultivated community.



 **HEINEKEN**

CARREERS



**WE BREW THE
JOY OF TRUE
TOGETHERNESS
TO INSPIRE A
BETTER WORLD.**

WE ARE THIRSTY FOR NEW TALENT!

We actively work to create a pleasant working environment where everyone feels respected and has equal opportunities. Your personality, knowledge and competencies shape the success of our organization.



The HEINEKEN Company



Werken bij Heineken

werkenbijheinekennederland@heineken.com

WORKSHOPS



HEINEKEN | ROOM 1

We Brew the Joy of True Togetherness to inspire a better world. We ignite the moments that bring us together, create bonds and are unforgettable. They help make the world a little better...

One day, one beer, one cheers at a time!

Our dream is to shape the future of beer and beyond to win with consumers. Beer has been bringing people together for thousands of years. Since 1864, HEINEKEN has been doing its part to put a smile on consumers' faces while continuously renewing and adapting.

We are entering an incredible next era of innovation and expansion in the beer industry. Our best days are ahead of us as we continue to deliver superior and balanced growth with beer and beyond. New flavors, styles and trends are helping us reimagine and revitalize beer, bringing the joy of true togetherness to consumers across the world.

HEINEKEN is one of the world's leading brewers, with brands available in 190 countries around the world. We are a proud, independent, international brewer committed to surprising and inspiring consumers around the world. We value passion for consumers and customers, have courage to dream and pioneer and we care for the people and planet. And while we work hard, we like to have fun along the way and value enjoyment of life.

Consumers around the world can enjoy our brands. In addition to the international most valuable premium brand Heineken, our portfolio includes more than 300 brands including: Amstel, Brand, Desperados and Birra Moretti. In addition, HEINEKEN is the world's largest producer of cider. HEINEKEN continues to be innovative on all fronts. Both in products, and in our business and production processes. There are therefore many challenges for all disciplines: from Technique and Logistics to Commerce, Finance, IT and HR.





FROM
GRONINGEN

MAKE A NAME IN EUROPE

werkenbij**belsimpel**.nl

FULL-TIME | PART-TIME | TRAINEESHIPS | INTERNSHIPS

BELSIMPEL | ROOM 2

Gomibo Group is the umbrella name for the brands Belsimpel, Gomibo, Verifai, Tulip Assist, and Gomibo SaaS (Software as a Service). Together, they have one mission: to improve accessibility to the digital world for everyone.

Belsimpel was established in 2006 by Jeroen Doorenbos & Jeroen Elkhuisen, who were students at the Rijksuniversiteit of Groningen at the time. The telecom market was a chaotic industry, with a focus on targets instead of the customer. Jeroen and Jeroen decided to change the mobile world by putting the customer first with a platform where you can easily find what suits you best: Belsimpel. Now, they are operating internationally in 30 European countries under the name Gomibo.

By constantly wanting to improve every aspect, they continually raised the bar in the competitive market. To this day, our innovative drive has not changed. By always thinking about how something can be improved or simplified, we keep evolving and our organisation grows every day. Today, with more than seven hundred colleagues, we work hard every day to provide easy access to the digital world. All the different Gomibo Group brands were also created with this goal in mind.

We now have more than 700 passionate colleagues who are all eager to go that extra mile and embrace change, allowing us to make the digital world accessible to everyone. Problems are solved at the root and the best idea counts, whether it comes from someone working part-time or from someone who has been with Belsimpel for 10 years.

Do you want to celebrate successes together and grow as fast as the company? Then take a quick look at <http://www.werkenbijbelsimpel.nl/>. From flexible to study-related part-time jobs, internships, traineeships, and challenging starter positions within virtually any field: you'll find it right in the heart of Groningen's Grote Markt.



Strategy, process, technology and change

Making sure companies are in their best possible shape, fit for the future; that is the core of what we do. We identify opportunities and make them work. Thorough. Fast. Together. From strategy to implementation. From boardroom to shop floor. In short, we are a no-nonsense consulting firm. We're pragmatists. How we deliver is as important as what we deliver. We'll help you get the right results in the right way: by keeping complicated things simple; by being flexible when you want us to be, but honest when we need to be; by being fast, but not so fast that we cut corners or leave you with changes that aren't sustainable.

Are you almost graduated or are you currently looking for a job?
Your next challenge could be at Valcon. Personal development, responsibility and a fantastic working environment is at our core.
If this is as important to you as it is to us, then join our team.
recruitmentevents.nl@valcon.com

valcon.com

with
valcon

VALCON | ROOM 3

Valcon is a full-service provider that works at the intersection between consultancy, technology, data, advanced analytics and strategy. Situated in The Netherlands, The United Kingdom, Denmark, Sweden and Germany, Valcon forms a North-West European community helping clients across national borders. With over 1000 colleagues, we focus on end-to-end transformations in which we create long-lasting and sustainable value together with a human approach.

We know that every link matters in improving a company's value chain. We support our clients in pursuing the right change in people, system, and process. Our involvement is based on deep knowledge and experience, working shoulder to shoulder with many different organisations. We do not blindly follow a methodology; we follow through on getting things done.

No matter where you are on your path into the future, we hope that our paths could join. We are passionate about bringing our clients into the future, but pragmatic when it comes to methodologies. How we deliver is as important as what we deliver. We are doers who think.

Are you also passionate about making a difference, pragmatic when needs to be and just overall a great human being? Then we would love to hear from you.

Contact: recruitment@valcon.com

Headquarters: Utrecht

Website: www.valcon.com

VONK

vonktraineeship.nl

Boost your career with Vonk!



Discover your traineeship



VONK| ROOM 4

About Vonk

We are here for starters and young professionals who want to grow. For organizations that want to work with enthusiastic talents and believe in the power of personal development.

We exist for talent development in the northern Netherlands, the place where your growth starts with Vonk.

Traineeships in top sectors

During one of our high quality traineeships you will discover a sector and continuously work on your personal growth. You won't do that alone, but together with experienced coaches, trainers, entrepreneurs, consultants and your fellow trainees.

A selection of our top traineeships:

New Energy Traineeship

Pushing the energy transition forward and grow as a person and professional: that is the New Energy Traineeship!

During the New Energy Traineeship, you'll become the energy professional you want to be. In two years, you'll discover the ins and outs of the energy transition, work on your personal growth and shape the energy transition together with us.

Hi!Noord Traineeship

Changing and innovating health and health care in the northern Netherlands? The Hi!Noord Traineeship is the traineeship for starters who want to work on more and better health for everyone.

As a Hi!Noord trainee you'll work in the midst of the Health Impact Noord network for one year, on challenges facing health and health care in the northern Netherlands. As a change agent you will be in the position to advance change and innovation in pivotal organizations in health and health care.

When to apply

Our traineeships start all year round. Keep an eye out for our LinkedIn, Instagram or website to see which traineeships will start, so you can apply in time. We look forward to meeting you!

You can progress as we work on the energy transition together.



About us

Shell is a global group of energy and petrochemical companies that aims to meet the world's growing need for more and cleaner energy solutions in ways that are economically, environmentally and socially responsible.

Our operations are divided into our businesses: Integrated Gas and Upstream, and Downstream, Renewables and Energy Solutions. Our Projects & Technology organisation manages the delivery of Shell's major projects and drives our research and innovation.

With a workforce of approximately 93,000 employees worldwide, we are proud to have a global team of professionals who are dedicated to driving innovation, efficiency, and sustainability across all aspects of our operations.



▶ Shell's journey to net zero

Shell's journey to net zero

Shell has a target to become a net-zero emissions energy business by 2050. You may have heard about this kind of target, but what does it actually mean?

Watch this video of Shell's CEO, Wael Sawan, as he explains what it means to become a net-zero emissions energy business and how Shell is working to get there.

About the Shell Graduate Programme

Join us as a Shell graduate and you can be a part of the future of energy.

Whichever part of our business you join, you will have the chance to work with experienced colleagues and share your unique perspective and fresh ideas on how to tackle energy-related challenges. That's why we're looking for graduates who share our purpose to power progress.

Our inclusive and collaborative culture will provide you with the support you need to forge your own path and power your progress as you work on meaningful projects with exciting responsibilities right from the start.

▶ Learn more



▶ Shell Graduate Programme: Why should I join Shell?

Power Your Progress



SHELL | ROOM 5

About Us

Shell is a global energy company with a diversified portfolio of businesses. We are committed to meeting the world's growing energy demand responsibly and sustainably. Our operations span various sectors, including Upstream, Downstream, Integrated Gas and New Energies.

At Shell, we understand that our greatest asset is our people. With a workforce of approximately 93,000 employees worldwide, we are proud to have a global team of professionals who are dedicated to driving innovation, efficiency, and sustainability across all aspects of our operations.

Shell's Powering Progress Strategy revolves around delivering reliable energy supply, fostering innovations, and providing value to shareholders. We aim to meet the energy needs of today, while developing the technologies required for a sustainable energy future. We are, therefore, committed to leading the way towards a net-zero carbon future. Our journey to achieve net-zero emissions is driven by a comprehensive strategy that focuses on reducing our carbon footprint, advancing cleaner energy solutions, and actively engaging with stakeholders to create an impact.

About the Graduate Programme

The Shell Graduate Programme offers talented individuals a unique opportunity to kickstart their careers in the energy industry. Through diverse projects, mentoring, and training, graduates gain valuable experience and contribute to developing the energy sector of the future. It's a pathway to a rewarding and fulfilling career, shaping future leaders in the global energy sector. Join us and make a difference in the world of energy!



Dit zijn wij #ditisbdo

Je hebt een gezonde ambitie, maar houdt ook erg van je vrije tijd. Je wil graag op topniveau opereren, maar wél in een fijne omgeving met leuke collega's. Je wilt partner worden, maar ook thuis nog veel betekenen. Kortom: you want it all! En dat kan. Want bij BDO hoef je niet te kiezen.

Meer weten over werken bij BDO? Check werkenbijbdo.nl



BDO

BDO | ROOM 6

Are you pursuing a bachelor's or master's degree in accounting, business economics, business administration, tax law, or tax economics, or did you just graduate? Do you want to work at a successful organisation where a great work atmosphere is just as important to you? Then become a working student, graduate student, or starter at BDO!

This is BDO.

BDO is the place to truly excel in your field. With 26,000 professionals, BDO is large enough to offer opportunities and small enough to create them. Working at BDO means:

A lot of freedom and responsibility with early client interaction.

Immediate exposure to a diverse client portfolio, rather than just one client or industry.

Receiving top-notch guidance to become an all-round financial professional.

The opportunity to pursue your RA or AA title part-time alongside your job.

Your opportunities as a graduate student: you can conduct your thesis or research project with us and work on client assignments. For your thesis, you'll have a BDO "buddy" who recently completed a master's thesis themselves.

Your opportunities as a working student: as a working student, you'll work under the guidance of experienced colleagues as a full-fledged team member in one of our departments. It's the ideal way to discover if you enjoy the work and if BDO is the right fit for you.

Your opportunities as a starter: Just graduated? You'll receive excellent guidance at BDO. You can continue your studies part-time, receive training and courses from the BDO Academy, and, specifically for BDO employees under 31, there's Jong BDO.

Will we see you soon?

Excited to start your career at the best firm for you? Contact the Campus Recruiter in your area now. Prefer to get a feel for the atmosphere first? Check out our Instagram or attend an event.

randstad groep nederland

the traineeship for unique leadership

Randstad Groep Nederland is the world's largest HR service provider. For over 60 years, we have been connecting people and work. With our brands Randstad, Yacht, Tempo-Team, and BMC, we are collaborating to shape the future of work in the Netherlands.



Becoming your best self and helping others do the same. That's the foundation of a traineeship at Randstad Group Netherlands. We empower talented newcomers, guiding them to evolve into unique leaders of the future. Unique because diversity matters. And unique because everyone works, communicates, and leads in their own distinctive way.

Through a challenging program featuring intensive guidance and a weekly "denktank", we work together to ensure that you, as an ambitious starter, develop to your fullest potential within 2.5 years. At Randstad Groep Nederland there is a lot of focus on your personal development and empowering your talents. This way, you work towards your professional growth and goals.



Visit www.werkenbijrandstad.nl/traineeships for more information, and who knows, we might welcome you as our new colleague soon.



RANDSTAD | ROOM 10A

Randstad Groep Nederland is the world's largest HR service provider. For over 60 years, we have been connecting people and work. With our workforce of 4500 colleagues we are here for our clients, for the talent we are always searching for, and for our own employees. And, of course, for society. With our brands Randstad, Yacht, Tempo-Team, and BMC, we are collaborating to shape the future of work in the Netherlands.

Becoming your best self and helping others do the same. That's the foundation of a traineeship at Randstad Group Netherlands. We empower talented newcomers, guiding them to evolve into unique leaders of the future. Unique because diversity matters. And unique because everyone works, communicates, and leads in their own distinctive way.

Through a challenging program featuring intensive guidance and a weekly "denktank", we work together to ensure that you, as an ambitious starter, develop to your fullest potential within 2.5 years. By participating in the weekly "denktank", where you dive into organizational challenges alongside your fellow trainees, you'll increasingly discover what your talents are and where you want to develop yourself even more. At Randstad Groep Nederland is a lot of focus on your personal development and empowering your talents. This way, you work towards your professional growth and goals.

Visit www.werkenbijrandstad.nl/traineeships for more information, and who knows, we might welcome you as our new colleague soon.



pon



what moves you

Pon Management Traineeship

Pon moves people. Literally, from A to B. But also figuratively, as we prefer to lead when it comes to societal topics. From striving for sustainability to inclusion: We move you to a better world. This can only be achieved by attracting top talents with diverse backgrounds, experiences, and perspectives. Talents like you!

The Pon Management Traineeship is more than just an exploration through our organization of 80 companies; it is a program that motivates you to make a positive difference with us."

[JOBSATPON.COM](https://jobsatpon.com)

PON HODLINGS | ROOM 10B

Mobility brings you further ahead. That's something we at Pon firmly believe in. We started as a small family business in 1895. Today we are a world leader in mobility solutions. We are 16,000 driven and enterprising Pon people moving millions of people and products every day.

Pon is made up of over 80 companies in 65+ countries. Together, we make the difference in mobility, and we stay on top of trends like urbanization, electrification, sustainability, and digitalization. We work for the brands that mean something to us—and to you. Names like Volkswagen, Audi, SEAT and Porsche, which we represent as importer. And over 15 high-quality and iconic bike brands in our portfolio, including Gazelle, Urban Arrow, FOCUS, and Santa Cruz. And we are very proud of our Cat® dealership. Everything we do, we do with respect for each other and the world around us. That's why we engage in long-term partnerships and organize activities that have value for our employees and for society.

Van Oord



Marine ingenuity

Creating a world for future generations

- ⚓ Internships
- ⚓ Graduation thesis
- ⚓ Traineeship
- ⚓ Starters positions



**Curious about your
career possibilities
at Van Oord?**

Visit our website ; <https://www.vanoord.com/en/careers>

VAN OORD | ROOM 11A

Van Oord's purpose is to create a better world for future generations by delivering Marine ingenuity. We are a leading international contractor specialized in dredging, marine engineering and offshore projects (oils, gas and wind).

As a family-owned business, we create a better future by focusing on better coastal protection, growth in (renewable) energy, placing efficient and safe offshore facilities, and optimising our maritime transport and infrastructure. Marine ingenuity is what makes Van Oord unique. Projects that are extensive, complex and that have preferably never been done before are our strength.

Van Oord's corporate culture is one in which employees are eager to accept and take responsibility. All our employees strive to work safely, enjoy their work and to feel part of a team. We work closely with our clients and partners and with respect for each other and the environment.



Maak samen met ons het verschil

Jouw toekomst in Consultancy

Geef jouw carrière een boost en kies voor één van de dynamische startersfuncties bij PwC! Binnen onze werkvelden Finance, M&A, Operations, Program & Change Management, Data & Analytics, Cybersecurity & Forensics, Technology, Risk, Customer en Strategy Consulting houd jij je bezig met het geven van kwalitatieve adviezen en het bieden van innovatieve oplossingen voor de complexe vraagstukken van onze klanten. Je hebt toegang tot een wereldwijd netwerk en deelt je kennis, ideeën en vragen met de beste professionals uit je vakgebied. Een mooi begin van jouw carrière!

Uitdagend werk dat ertoe doet

In diverse, ambitieuze teams wordt je bij PwC uitgedaagd je hart en waarden te volgen. Daarbij is er volop ruimte voor jouw ambitie en persoonlijke keuzes. Je wordt intensief begeleid door een persoonlijke coach en doet ruime ervaring op binnen verschillende sectoren. Bij diverse klanten die daadwerkelijk een verschil maken in de maatschappij, van start-ups tot grote multinationals.

Het beste uit jezelf en je leven halen

Wij vinden het belangrijk dat jij jezelf kan zijn en het gevoel hebt dat je erbij hoort. En jij jouw unieke vaardigheden verder kan ontwikkelen met behulp van de nieuwste technologie. Om het beste uit jezelf te kunnen halen, is een goede balans belangrijk. Bij ons heerst er geen 9-tot-5-mentaliteit. Je hebt de flexibiliteit om zelf te bepalen waar en wanneer je werkt. En tegelijkertijd succesvol te zijn.

Kijk voor actuele evenementen, stages en vacatures op [pwc.nl/carriere](https://www.pwc.nl/carriere).

Be a part of The New Equation.



Bij PwC willen we een bijdrage leveren aan het vertrouwen in de maatschappij en het oplossen van belangrijke problemen. Wij zijn een netwerk van firma's in 155 landen met meer dan 327.000 mensen. Wij zien het als onze taak om kwaliteit te leveren op het gebied van assurance-, belasting- en adviesdiensten. Bij PwC in Nederland werken ruim 5.300 mensen met elkaar samen. Vertel ons wat voor u belangrijk is. Meer informatie over ons vindt u op www.pwc.nl.



pwc

PWC | ROOM 11B

We are a network of firms in 150+ countries with over 300,000 employees. And PwC in the Netherlands, more than 5,500 people work together. We are dedicated to delivering quality in assurance, tax, and advisory services.

If you join our Consulting branche, you will work closely with the best people in the market, the financial world and the public sector. You will help clients achieve new insights so that they can take the right decisions.

Our clients need expertise and foresight to achieve their business goals, and that is what we provide. We help them become even more effective. We improve how they work, we accelerate their growth, and we reduce their costs. If you decide to work for Consulting, your advice will help our clients make the right decisions for a successful future.

Join one of our Consulting teams: Finance, Operations, Programme & Change Management, Data & Analytics, Technology, Risk, Customer, and Strategy Consulting.

What is your next destination?

To start as an intern, starter or trainee at KLM means an unforgettable experience in a unique sector; aviation. You will explore the different worlds within KLM, get the responsibility of a challenging project and develop yourself at a fast pace with a strong focus on your personal development.

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



KLM | ROOM 12A

The world is yours at KLM

At KLM a world of opportunities lies at your feet. Whether you work on board up in the skies or with both feet firmly on the ground: every day there's something new to see, learn and discover! We'll challenge you to not only see the possibilities but to grab them with both hands too, resulting in you getting the best out of yourself and making the most of your career.

The diversity of jobs and professions within KLM means there's a good chance that you'll find something that suits you. It really is up to you to identify the possibilities and seize them with both hands.

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!

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 belastingtarieven 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 BIJDAGEN AAN EEN FINANCIEEL GEZOND NEDERLAND?
Solliciteer op een van de circa 150 startersvacatures per jaar via
Werken voor Nederland.

MINISTRY OF FINANCE | ROOM 12B

What is the Ministry of Finance?

The Ministry of Finance guards the national treasury and works towards ensuring the Netherlands is financially healthy and prosperous. The Ministry of Finance oversees the responsible and effective spending of government resources, makes rules to ensure a stable financial system and oversees the quality of financial institutions. The Ministry of Finance also works on equitable and solid tax legislation. The Dutch Tax Administration, part of the Ministry of Finance, levies and collects taxes.

What do we do?

We guard the national treasury and work to ensure the Netherlands is financially healthy. We work to ensure good financial management for the Netherlands. We collect taxes based on solid tax regulations. We oversee an effective spending of government resources. We make rules to promote the smooth operation of the financial system. We work to establish a strong economic structure that is anchored in an economically and financially healthy Europe.

The Financial Traineeship: the opportunity to start working within the central government's financial function after your master's degree. In two years you will experience what it is like to turn the financial buttons of the Netherlands from different angles at three different workplaces. This is possible at 12 different ministries and more than 35 implementing organizations and agencies. At the same time, you will follow an intensive training course at the Rijksacademie, in which your substantive and personal development is further shaped. Together with other trainees you do joint assignments, you have various intervision moments and you have a lot of fun!

Do you have a completed master's degree (all fields of study are welcome!), financial affinity and would you like to contribute to d BV Netherlands? Then go to www.financialtraineeship.nl. You can apply until November 6, 2023 for the winter lighting and who knows, you might start as a Financial Trainee on March 6, 2024.





ENTREPRENEURSHIP

EBF

Q&A

ENTREPRENEURS

SEA WATER

SEA Water™ is a Dutch, innovative water brand, specialized in high-quality water solutions, powered by renewable energy. The mission of Sea Water is: Changing the way people look at our oceans. With SEA Water™, Dutch founders and brothers Tammo and Jort give shape to their personal mission to be part of a solution for increasing water scarcity, worldwide. More specifically: showing the world the ocean could be part of this solution.



THE URBAN JUNGLE PROJECT

The Urban Jungle Project is a collaboration between Ebben Tree Nursery, Grasveld Tuin- & Landschapsarchitecten and innovator Stef Janssen. From the start we have been connected by a joint dream and mission: the jungle in the city. It started with this drawing, and now it's time to turn this crazy idea into reality. As we pursue high quality projects in the long run, we service projects from plan to maintenance. With our experienced and multidisciplinary team, we guide you through the process of creating valuable green space. Throughout the design process, we combine creativity, plant expertise and building experience to translate the client's ambition into a feasible plan. Our final product is not a fancy looking design, but a flourishing jungle.



THE
URBAN
JUNGLE
PROJECT





ENTREPRENEUR JORT WILDSCHUT FOUNDER SEA WATER

Jort Wildschut (35) is the founder of creative agency Wolfstreet, art platform Amsterdam Ferry Festival, and innovative water brand SEA Water™. In addition to his businesses, he is a fanatical swimmer, surfer and father to be of two daughters.

Jort studied business administration at the University of Amsterdam (UvA). After his bachelor's degree in 2014, he was faced with a choice: continue studying or start working right away. He opted for the latter and that summer, he found himself at the Cannes Lions International Festival of Creativity via a pitch by Young Dogs, a foundation that creates opportunities for young talent in the advertising industry. Full of inspiration, Jort founded Wolfstreet that same year. Wolfstreet works for clients such as ASML, Picnic, Vinted, Adyen, and Just Eat Takeaway.com. He currently fulfills the role of Creative Partner.

Due to his business background, Jort has the ability to realize creative ideas in an effective way. In 2018, this resulted in the birth of the Amsterdam Ferry Festival. During the year, Amsterdam Ferry Festival showcases effective and inspiring art, performances and photography on the ferries of Amsterdam.

At the end of 2021, Jort and his brother Tammo founded SEA Water™, a Dutch water brand that sustainably converts seawater into high-quality drinking water. With SEA Water™ the brothers give shape to their personal mission to be part of a solution for increasing water scarcity, worldwide. Their cans have been sold in Albert Heijn, Jumbo and PLUS since May 2023 and the start-up will be rolled out in Morocco later this year. As CCO, Jort is responsible for the commercial side of things.



ENTREPRENEUR **DAAN GRASVELD** **CO-FOUNDER THE URBAN** **JUNGLE PROJECT**

Daan has extensive experience in various commercial positions across different sectors. After finishing his media & entertainment bachelor degree, Daan started his career in the music industry at Sony Music, coordinating the international roll-out of artist campaigns for Mr Probz, Passenger and several other artists.

He founded a start-up called Popped, funded by Sony, to develop a mood-based and personalised radio experience for casual music listeners. Although the start-up eventually failed for various reasons, his learnings and experiences brought him to online supermarket Picnic, where he was responsible for the roll-out of new cities in the Netherlands and Germany and commercial negotiations with suppliers.

Eventually Daan founded his current company The Urban Jungle Project in 2020, pursuing a mission to reconnect people with nature and increase our quality of life in cities by developing urban jungles. Their lightweight and modular innovations enable trees, shrubs and perennials to be placed on almost any location such as roofs, balconies and squares where construction load capacity of underground space is constrained. A purpose-driven family business, combining commercial and environmental profit with the goal of making a positive impact in our urban environments.



NETWORK 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, take a photo in our photobooth, take a picture of your iris (eye photography), or play some table football

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 15th edition of the EBF Conference which you will certainly enjoy. We hope to see you there!

After this, the dinner will take place in the Martinikerk. Here, the first 100 sign-ups are invited to, as well as the personal invitees of the EBF Conference Team, and some speakers. Next to this, the recruitment dinner also takes place here!

At the end of the Conference Day we ask you to fill in our survey. By doing this you are participating in the giveaway of a Nintendo Switch! So make sure you fill it in.



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TESTIMONIAL MICK SPRAKEL

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? Want to gain amazing memories and friends for life? Then I believe the EBF Conference Board is something for you!

Together with my fellow board members and the Day Organisation we formed Team Conference for the year 2022/2023. The preparations for the EBF Conference of 2023 already started a year ago. This year was full of brainstorming sessions, countless meetings, office hours, but also many weekly dinners, daily lunches, EBF Socials, drinking nights and other amazing events.

Even though a lot of work needs to be done and a certain professionalism is required, I would not miss this experience for the world and look back on a year full of special memories. A whole year to prepare for a conference consisting of two days sounds like a long time. However, as time passes by, you soon realise that such a large event requires a lot of preparation.

Being the **largest** two day student conference of the Netherlands, you have to dream big and be creative. 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 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!

You learn many new things about yourself throughout the year, and truly have an opportunity to grow, both in your professional and personal life.

I would highly recommend everyone to join next year's EBF Conference and become a part of the EBF Conference tradition. It is an excellent way to develop yourself, gain practical skills and experiences that will notably help you in your future career and life. We as Team Conference feel incredibly proud looking back on this edition of the conference and I hope you will be able to experience the same in the future.

Mick Sprakel - EBF Conference 2023



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