

## Inspire your young professionals



Part of AmCham's 50th anniversary event series.

# THU 13 OCT 2011

Deloitte, Maas Tower, Rotterdam  
15:15 until 19:30 hrs.



**FROM JUST A COLOR TO THE ULTIMATE WAY TO LEAD YOUR COMPANY. AN EVENT TO CHANGE THE MINDSET OF FUTURE LEADERS.**

### PLEASE ASSIST US ...

by sending an email to [yp@amcham.nl](mailto:yp@amcham.nl) with;

- the contact details of the person responsible for your Young Professionals
- the names of the Young Professionals you want to get invited

Stimulate and endorse your young professionals: High potential, 4-5 years in career, 25-35 of age. They might need that extra push by management to attend!

## SPEAKERS

- Prof. dr. Michael Braungart**  
Cradle-to-Cradle Guru
- Stef Kranendijk**  
CEO, Desso Group B.V.
- Coen van Oostrom**  
CEO, OVG Real Estate
- Inka Pieter**  
Global Head Sustainability & CSR,  
KLM Royal Dutch Airlines
- Prof. dr. Roger Dassen**  
CEO, Deloitte Netherlands & Member of  
Deloitte's Global Managing Board
- Harry Starren**  
CEO, DE BAAK-VNO-NCW (moderator)
- Helen Mets-Morris**  
AmCham President & Global Vice  
President & General Manager, Avery  
Dennison (host)

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SAVE THE DATE

## Young Leaders Inspiration Event

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### MANAGING SUSTAINABILITY

## INSPIRATION FOR THE NEXT GENERATION OF BUSINESS LEADERS

**Do you have what it takes to be a visionary leader in an environmentally-challenging era? Are you brave enough to sometimes go against the grain of convention? And where do you find your inspiration? Find out from the vanguards of a new leadership paradigm at this special event which kicks off AmCham's semicentennial celebrations.**

Never before have business and sustainability been so inextricably linked. And this is especially true for the Netherlands. With the threat of rising sea levels, climate change could have potentially disastrous consequences for this low-lying nation. That's why this unprecedented 21st-century challenge demands a new breed of leaders – visionary thinkers who are informed, pro-active and pragmatic. Leaders who are able to balance environmental concerns with an astute business sense, combined with the courage and self-confidence to go against the grain of convention and instill sustainable working practices that really do make a difference.

For this special occasion – the first in a series of four events celebrating the 50th anniversary of the American Chamber of Commerce – influential figures from the realms of business and academia have been invited to present and debate the critical issue of sustainability, as well as offer inspiration to the emerging generation of new business leaders and entrepreneurs. They include Professor Dr Roger Dassen, CEO of Deloitte Netherlands; Helen Mets-Morris, President of the Board of Directors of the American Chamber of Commerce, and Vice-President & Managing Director of Avery Dennison; Inka Pieter, Head of CSR & Environmental Strategy for KLM; Harry Starren, General Director of De Baak Management Center and co-author of The 21 Commandments of Leadership; and Coen van Oostrom, founder and CEO of OVG Real Estate (coincidentally, the developer behind the Maastoren).

### CRADLE-TO-CRADLE: REMAKING THE WAY WE MAKE THINGS

Keynote speaker is Professor Dr Michael Braungart, a world-renowned chemist and visionary thought leader in design for sustainability. Along with William McDonough, Braungart was the co-creator of the Cradle-to-Cradle paradigm. This model advocates changing the way things are made – essentially by redesigning industrial production processes. As one of the major polluters, the manufacturing industry has been forced to adopt 'greener' practices to ensure less environmental impact. However, although production may be more environmentally-friendly, most products – many containing toxic substances – still end up as waste. By contrast, the Cradle-to-Cradle model advocates designing waste-free products from the outset that can then be recycled – in their entirety – to provide raw materials for new goods. Taking a holistic approach to industry, economy and society, this paradigm offers endless possibilities for eco-efficient and eco-effective products and processes.

One Dutch company that has successfully implemented the cradle-to-cradle principle is European carpet manufacturer, Desso. This has led to the production of its first cradle-to-cradle carpets which are used in KLM planes. During Braungart's presentation, Stef Kranendijk, CEO of Desso Group BV, will share his experiences in his quest to authentically enhance the company's green credentials.

Following this and other presentations – including a short movie screening – the event will draw to a close with an interactive panel discussion and informal networking session.

### EVENT DETAILS

- Date:** Thursday 13 October 2011
- Location:** Deloitte Office, Maastoren, Rotterdam
- Dresscode:** Business attire
- Time:** 15:15 hrs.
- Price:** tbc

**Special thanks:** This event was organized by the Young Professionals Semicentennial Task force: Sander Pabbruwee, Regional Sales Manager, Iron Mountain; Sharoepa Janki, Relationship Banker, Royal Bank of Scotland; Jad Oseyran, Managing Consultant, IBM; Matthijs Geerts, Broker FI Benelux, Aon; Pieter Medema, Analyst, Citibank; Yasemin Oruc, Business Development Manager, Htel Serviced Apartments; and Hans Scholten, Associate Director, AmCham.

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