

#TheCultureFactor

International Conference

CULTURAL INTELLIGENCE IN BUSINESS

Driving success with a global mindset

November
15 2019

Luxembourg
Chamber of
Commerce



Participation is free of charge for members of the
Luxembourg Chamber of Commerce*

*Registration compulsory before 12/11/2019 on the www.ccl.lu website. (The public price for non members is 150€ for students and between 250€ and 400€ for others). First come, first served rule will be applied.



#TheCultureFactor

Conference

In the 9th edition of #TheCultureFactor conference we will explore the impact of culture on the success of businesses large and small. Join us and our international line-up of experts from Luxembourg, Nigeria, Japan, Australia, the Netherlands, the USA, Poland, Belgium, the UAE, the UK, and Germany to discover how you can harness the power of #TheCultureFactor to drive success with a global mindset.

For more information on this year's #TheCultureFactor conference go to:
hofstede-insights.com/theculturefactor2019.

PROGRAMME

09:00

OPENING

Egbert Schram, CEO Hofstede Insights
Carlo Thelen, General Director of the Chamber of Commerce

09:15

ENERGIZER

Candida Snow, Hofstede Insights

09:30

GLOBAL MINDSET?

SHIFT YOUR PARADIGM
Okey Okere, Hofstede Insights

10:00

KEYNOTE SPEECH

Nicolas Mackel, CEO at Luxembourg for Finance

10:30

Learn something new around a great cup of tea or coffee

11:00

NEGOTIATE LIKE A LOCAL - INCREASE YOUR SUCCESS RATE IN INTERNATIONAL BUSINESS.

Jean-Pierre Coene, Hofstede Insights
Marc Jacobs, Hofstede Insights

11:30

BUILDING A CROSS-CULTURAL MINDSET IN INTERNATIONAL TEAMS, A CASE STUDY

Bas Bredenoord, HR Director Mars International Travel Retail

12:00

LUNCH Keep the conversation going during a delicious lunch served at the venue.

13:15

WORKSHOPS (and coffee)

DRIVING SUCCESS WITH A GLOBAL MINDSET
(SEE NEXT PAGE FOR MORE DETAILS)

15:15

ATTRACT AND RETAIN TALENTS

Tatjana Von Bonkewitz, Hofstede Insights
Yuriko Miyazaki, Hofstede Insights

15:45

SURPRISE SPEAKER

16:15

PANEL DISCUSSION

IN THIS PANEL DISCUSSION, EXPERTS WILL SHARE INSIGHTS ON HOW TO ALIGN GLOBAL STRATEGIES WITH LOCAL REALITIES TO DRIVE SUCCESS WITH A GLOBAL MINDSET.

16:45-17:00

CLOSURE

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WORKSHOPS

AS PART OF OUR CONFERENCE PROGRAMME THIS YEAR YOU WILL GET THE CHANCE TO TAKE PART IN A **TWO-HOUR WORKSHOP** WITH SOME OF OUR TOP SENIOR CONSULTANTS. PARTICIPANTS WILL LEAVE THE WORKSHOPS WITH READILY APPLICABLE SOLUTIONS. PLEASE NOTE THAT SOME OF THE WORKSHOPS INCLUDE PRE-WORK. MORE INFORMATION ON THE WEBSITE.

- A/ Culture, the ultimate growth hack for your brand**
Martin Karaffa, Hofstede Insights, & Kunal Parikh, Managing partner at TwentyFive
For anyone interested in understanding the impact of culture on marketing and communication.
- B/ Exploring the Global Language of Organisational Culture**
BRINGING ORGANISATIONAL CULTURE TO LIFE IN MULTI-NATIONALS WITH THE MULTI-FOCUS MODEL ON CULTURE
David Morley & Wassim Karkabi, Hofstede Insights
For Chairman, Vice Chairman, CEO, Managing Partner, Board Member, Change Directors
Includes a Culture Team Scan
- C/ How to double your success rate in International Business**
Marc Jacobs & Jean-Pierre Coene, Hofstede Insights
For Start-ups, Scale-ups, SMEs
- D/ Doing Business in Luxembourg**
With Cindy Tereba and Tatjana Von Bonkewitz
For anyone interested in doing business in Luxembourg
- E/ The balancing act in finance. Innovation vs Compliance**
Egbert Schram & Piotr Gryko, Hofstede Insights
For financial institution leaders, innovators and consultants.
Includes a Culture Team Scan



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NICOLAS MACKEL

CEO at Luxembourg for Finance

A career diplomat, Nicolas has worked at the European Court of Justice and the Ministry of Foreign Affairs. He was the Deputy Chief of Mission at Luxembourg's Embassy in Washington DC and the Consul General in Shanghai, promoting Luxembourg's economic interests throughout China.

BAS BREDENOORD

HR Director Mars International Travel Retail

Growing a global business by growing the right people, building strong leadership, rooted in deep customer understanding

KUNAL PARIKH

Managing partner at TwentyFive

TwentyFive serves as a business partner to Procter & Gamble. The most advanced marketing communications company in Europe. Born by coming together of WPP and Pilot, we provide a leading edge E2E Model fueled by data and technology.

OKEY OKERE

Managing director of Hofstede Insights Nigeria

Okey is a consultant and a seasoned expert in organisational culture and intercultural management. He has served as COO and in senior managerial positions in numerous notable Nigerian firms.

YURIKO MIYAZAKI

Associate Partner of Hofstede Insights

Yuriko has worked in the human resource and organizational development sector for over 30 years. She consults and trains a large variety of executives from young entrepreneurs to top executives in Fortune 500 companies.

JEAN-PIERRE COENE

Associate Partner of Hofstede Insights

Jean Pierre offers his clients pragmatic, workable tools and know-how in finding new ways of gaining market share and solve cultural problems in real business situations.

CANDIDA SNOW

Associate Partner of Hofstede Insights

Candida designs and delivers intercultural programmes identifying and developing the competences and skills crucial to her clients' success.

EGBERT SCHRAM

Group CEO of Hofstede Insights

Dutchman living in Finland. Known for his ability to enable consultants and clients alike to deconstruct cultural theory into actionable cultural transformation programs, such as the C.E.O. and Cultural Ambassador programs.



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MARTIN KARAFFA

Associate Partner of Hofstede Insights
Expert brand strategy consultant, specialising in the impact of culture on global brands and marketing campaigns, Martin has worked for BBDO, JWT, Ogilvy and Mather.

WASSIM KARKABI

Managing director of Hofstede Insights MENA
Wassim helps Multinational and Regional organisations identify and resolve their Board, Executive, Leadership & Business Growth challenges.

MARC JACOBS

Associate Partner of Hofstede Insights
Marc uses his wealth of hands-on expertise in managing across cultures at an executive level to invest in innovative positive impact companies and supports the Luxembourg start-up ecosystem.

TATJANA VON BONKEWITZ

Managing director of Hofstede Insights Luxembourg-Belgium
Tatjana helps companies retain and attract talent by delivering tailor made development opportunities for leaders.

PIOTR GRYSKO

Associate Partner of Hofstede Insights
Senior Partner at House of Skills, Transition Management Expert and associate partner of Hofstede Insights, Piotr has helps some of the worlds' largest organisations understand and change their Culture.

DAVID MORLEY

Managing director of Hofstede Insights Australasia
David is a recognised expert who helps people, companies and cultures work better together by helping them define the best culture for their organisation and teams.

CINDY TEREBA

Director International Affairs at the Luxembourg Chamber of Commerce

MORE TO BE ANNOUNCED



#TheCultureFactor Conference

Organised by:



Hofstede
Insights



CHAMBRE DE
COMMERCE
LUXEMBOURG

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association of the
luxembourg fund industry



More information and registration:

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hofstede-insights.com/theculturefactor2019

