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.cc.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.
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
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.

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.

Exploring the Global Language of Organisational Culture
David Morley & Wassim Karkabi, Hofstede Insights
For Chairman, Vice Chairman, CEO, Managing Partner, Board Member, Change Directors
Includes a Culture Team Scan

How to double your success rate in International Business
Marc Jacobs & Jean-Pierre Coene, Hofstede Insights
For Start-ups, Scale-ups, SMEs

Doing Business in Luxembourg
With Cindy Tereba and Tatjana Von Bonkewitz
For anyone interested in doing business in Luxembourg

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

Registration link to the workshops will be shared in October

Includes a Culture Team Scan
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.
#TheCultureFactor

Conference

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.

PIOTR GRYKO
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.

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.

CINDY TEREBA
Director International Affairs at the Luxembourg Chamber of Commerce

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.

MORE TO BE ANNOUNCED
#TheCultureFactor
Conference

Organised by: Hofstede Insights

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More information and registration:
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