

Conference Invitation

SOFTWARE OF THE MIND 2.0

Cultural Diversity builds Innovation



IBM Netherlands B.V.
Johan Huizingalaan 765,
Amsterdam



Friday September 29, 2017
10:00 – 18:00

JOIN US IN A CELEBRATION OF 50 YEARS OF INTERCULTURAL RESEARCH BY
HOFSTEDE AND IBM, AND 10 YEARS OF IBM CORPORATE SERVICE CORPS

You can look forward to enlightening talks and insightful discussions. An exceptional lineup of experts from industry, academia and government institutions will deliberate on the importance of cultural diversity to foster innovation.

REGISTRATION

This event is free of charge//Places are limited//Registration is required

<http://bit.ly/2ul6KHm>

KEYNOTE SPEAKERS



Peter Zijlema
IBM BeNeLux
Country General
Manager



**Professor Dr. Geert
Hofstede**



Bart Somers
Mayor of Mechelen,
Belgium,
World Mayor for the
year 2016



**Professor Gert-Jan
Hofstede**

PROGRAMME

OPENING

Peter Zijlema

KEYNOTE SPEECH

Prof. Dr. Geert Hofstede

SOLUTIONS CREATED BY MULTICULTURAL TEAMS

Speakers from IBM & itim International

ORGANISATIONAL CULTURES AT IBM

Anand Pultoo and Karin Faase

HIGHLY INTERACTIVE BREAKOUT SESSIONS

by IBM and itim International

PHILOSOPHICAL DIALOGUE

Gert-Jan Hofstede and Bart Somers

Drinks, snacks and networking

Organised by:



the **hofstede** centre®

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10:00-10:15

WELCOME AND OPENING

Peter Zijlema,
IBM BeneLux Country General Manager.

10:15-10:45

KEYNOTE SPEECH

“50 years Memory lane – Developing cultural dimensions from IBM data”
Professor Dr. Geert Hofstede.

10:45-11:35

BUNDLING EXPERTISE AND IDEAS IN MULTICULTURAL TEAMS

CORPORATE SERVICE CORPS EXPERIENCES IN CREATING SOLUTIONS

- 10:45 Bart Fehmers: Dutch Expat in Shanghai
- 11:10 Natasja Mol: CSC – Thinking out of the box in India

11:35-12:15

ORGANISATIONAL CULTURES AT IBM

Anand Pultoo (IBM) and Karin Faase (itim International)

12:15-13:00

Lunch

13:00-14:15

BREAKOUT SESSIONS PART 1

1. Jan-Vincent Meertens: ‘Do we have a deal?’
Negotiation for the Dutch
2. Maria Clara Zarur: A Brazilian perspective
on the Dutch way of doing business
3. Egbert Schram: Innovation at SME’s
4. Sjaak Pappe & Gert Jan van Rhenen:
Sensitive Organizational Culture in
uncertain times

14:15-15:30

BREAKOUT SESSIONS PART 2

1. George Lupascu: Owning Diversity & Inclusion
with the two Hofstede models
2. Alette Vonk & Chika Miyamori: Intercultural
Change Management
3. Geert-Jan de Koning: Lessons from CSC-
experiences in China
4. David Morley: What it takes to build a
Successful global team

15:30-16:00

Coffee break

16:00-17:00

A PHILOSOPHICAL DIALOGUE ON DIVERSITY & INNOVATION

Gert Jan Hofstede and Bart Somers

17:00

Drinks, snacks and networking