

# #TheCultureFactor

International Conference

## WELCOME

CULTURAL INTELLIGENCE IN BUSINESS  
Driving success with a global mindset

November  
15 2019

Luxembourg  
Chamber of  
Commerce



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 & Marc Jacobs, Hofstede Insights

11:20

### LAUNCH CEREMONY OF THE MANDARIN VERSION OF 'NEGOTIATE LIKE A LOCAL'

published by FUDAN University Press.

Dr. Zhu Wei, Chinese Director of the Confucius Institute at the University of Luxembourg

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.*

13:00

### WORKSHOPS A/B/C/D/E (and coffee)

DRIVING SUCCESS WITH A GLOBAL MINDSET

15:15

### ATTRACT AND RETAIN TALENTS

Tatjana Von Bonkewitz, Hofstede Insights

Yuriko Miyazaki, Hofstede Insights

15:45

### SURPRISE SPEAKER

16:15

### PANEL DISCUSSION

Align global strategies with local realities to drive success with a global mindset.

Moderated by Egbert Schram with

Delphine Houliat, founder and HR Director, HUMANKHI

Marie-Christine Mariani, CEO, MCM Steel

Jacques Pütz, CEO of LUX HUB

Hendrik Dermont, Head of Training

Development and Delivery at EUROCONTROL Institute

Violaine Mathurin, Advisor/International Affairs at the Luxembourg Chamber of Commerce

16:45

### CLOSURE OF THE CONFERENCE

17:00

*NETWORKING*

/A/

Culture, the ultimate growth hack for your brand

Martin Karaffa, Hofstede Insights & Kunal Parikh, Mediacom

/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

/C/

How to double your success rate in international business

Marc Jacobs & Jean-Pierre Coene, Hofstede Insights

/D/

Doing business in Luxembourg

Cindy Tereba, Luxembourg Chamber of Commerce & Tatjana Von Bonkewitz,  
Hofstede Insights

/E/

The balancing act in finance. Innovation vs. Compliance

Egbert Schram & Piotr Gryko, Hofstede Insights



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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

Bas managing a team representing 20 different nationalities and speaking 25 languages, operating from 10 global locations. A true start-up environment with a vibrant culture and built on the Mars 5 Principles. Together with Hofstede Insights, he launching the Mars ITR Culture Ambassador program.



### KUNAL PARIKH

Mediacom (A WPP Company)

Expert on Cultural connections Kunal is a seasoned expert to unlock brand growth via systematic recognition of culture in content and media communication. He is based in Germany and has been in senior managerial positions in leadership, strategy and data analytics in Asia and Europe in the past 12 years.

## SPEAKERS AND WORKSHOP LEADERS



### 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.



### WASSIM KARKABI

Managing director of Hofstede Insights MENA

Wassim helps Multinational and Regional organisations identify and resolve their Board, Executive, Leadership & Business Growth challenges.



### 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.



### 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.



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## SPEAKERS AND WORKSHOP LEADERS



### 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.



### PIOTR GRYKO

Associate Partner of Hofstede Insights

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



### MARC JACOBS

Associate Partner of Hofstede Insights

A seasoned entrepreneur, Marc is passionate about managing the cultural aspects of international business. He is co-author of "Negotiate Like a Local".



### 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.



### CINDY TEREBA

Director International Affairs at the Luxembourg Chamber of Commerce

Cindy worked in Berlin where she set up the first foreign office of the Luxembourg Chamber of Commerce abroad and founded the Business Club Luxembourg. She recently returned to Luxembourg to take up the post of Director International Affairs at the Luxembourg Chamber of Commerce.



### 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.



### 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.



### 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. He is co-author of "Negotiate Like a Local".



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