



Harvard Club of the Netherlands

Sustainable knowledge in the Eindhoven region:

We cordially invite you to an evening of dynamic discussion on the topic of **Sustainable Knowledge in the Eindhoven Region**. Visions on this important knowledge accumulation region will be shared, from both macroeconomic and microeconomic perspectives. From a macroeconomic perspective, Joop Siermans will explore the challenges which are being faced in the Eindhoven region and more broader on the Dutch and European level.

Dr. Joop Siermans is Chairman of the Supervisory Board of Brainport Development and Chief director of the Brainport 2020 Commission. Furthermore, he is Chairman of the Advisory Council for Science and Technology to the Dutch Government and Parliament, a position he has held since January, 2003. He serves on the boards of numerous private and public organizations in the Netherlands, including Keygene in Wageningen and the Brabant Philharmonic Orchestra, Eindhoven. He has previously served on the Boards of Igen (1999-2003) and Bioveris (2003-2006), both located in Gaithersburg. He served on the Board of the Bio Primate Research Centre, Rijswijk, the Netherlands (1999 to 2008) and he was Chairman, Supervisory Board of Zuidzorg, the Netherlands (1999 to 2008). He has been a Supervisory Board member of the University in Enschede the Netherlands (1997 to 2008) and the Maastricht School of Management, from 2001 to 2005. Further, Dr. J. Siermans has been a member of the Board of Management of Akzo Nobel and Executive Vice President, responsible for Strategy and Technology.

The presence of powerful major companies like ASML, Océ, DSM, Fuji, NXP, Philips, VDL, Vion and Nunhems is unique, as is the related extensive network of high-tech SMEs, suppliers and an internationally renowned Design cluster. However, the challenge of maintaining knowledge within this region remains. How do companies within the region address these problems? How will top talent continue to be attracted? By means of a presentation and open discussion this will be explored during the evening.

Dr. Joop Siermans will touch upon open innovation in the Netherlands from a macroeconomic perspective. Next, the opinions from all the stakeholders will follow. After the discussion about open innovation in the Netherlands the discussion will move more specifically to the Eindhoven region. The challenges within the region will be discussed and also the interaction between the stakeholders in this respect. Concluding, an European view on open innovation and recent changes in this respect will be discussed. The Eindhoven region is a perfect example of this being very close to Germany and Belgium. With the very thorough knowledge of Dr. J. Siermans participants are encouraged to open up the discussion during this night.

- Date:** Thursday 28th November 2013
Time: 18:00 – 19:00 Welcome drink and walking dinner
19:00 – 20:30 Presentation and discussion
20:30 – 22:00 Drinks and snacks
Registration: Deadline for registration and cancellation is November 20th, however we ask you to please register as soon as possible by e-mail to harvardnlevents@gmail.com. Include your name, name(s) of guest(s) and indicate any special dietary preference.
Location: PwC Eindhoven
Flight Forum 840
5657 DV Eindhoven
Further enquiry: harvardnlevents@gmail.com

We look forward to seeing you on the 28th of November.

Board Harvard Club of the Netherlands,

Peter Armstrong Hall, Marek van Genderen, Maja Groff, Rob van Haarlem, Roderik van Houtert, Eric Jean, Arjan Tillema.