

#TheCultureFactor Conference 2017

SOFTWARE OF THE MIND 2.0

Cultural Diversity builds Innovation



Live from
IBM Netherlands B.V.



Friday September 29, 2017
10:00 - 18:00 GMT+2

WELCOME TO THE 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

The conference will be live on Facebook (Hofstede.Insights)
#TheCultureFactor

KEYNOTE SPEAKERS



George Duits
IBM BeNeLux COO and
Diversity Manager



**Professor Dr. Geert
Hofstede**



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



**Professor Dr. Gert-
Jan Hofstede**

PROGRAMME

10:00-10:15

OPENING

George Duits

10:15-11:10

KEYNOTE SPEECH

Prof. Dr. Geert Hofstede

11:10-11:35

BUNDLING EXPERTISE AND IDEAS IN MULTICULTURAL TEAMS

Bart Fehmers

11:35-12:15

ORGANISATIONAL CULTURES AT IBM

Anand Pultoo and Karin Faase

13:00-15:30

BREAKOUT SESSIONS 1&2

by IBM and Hofstede Insights

16:00-17:00

PHILOSOPHICAL DIALOGUE

Gert-Jan Hofstede and Bart Somers

Drinks, snacks and networking

Organised by:



SOFTWARE OF THE MIND 2.0

Cultural Diversity builds Innovation

10:00-10:15

WELCOME AND OPENING

George Duits

IBM BeNeLux COO and Diversity Manager

10:15-11:10

KEYNOTE SPEECH

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

11:10-11:35

BUNDLING EXPERTISE AND IDEAS IN MULTICULTURAL TEAMS

Dutch Expat in Shanghai
Bart Fehmers

11:35-12:15

ORGANISATIONAL CULTURES AT IBM

Anand Pultoo (IBM) and Karin Faase (Hofstede Insights)

12:15-13:00
Lunch

13:00-14:15

BREAKOUT SESSIONS PART 1

Jan-Vincent Meertens: ‘Do we have a deal?’ Negotiation for the Dutch

Divya Susan Varkey: Deciphering India- A Guide for European working with Indians

Egbert Schram: Innovation at SME’s

LIVE

Sjaak Pappe & Gert Jan van Reenen: Sensitive Organizational Culture in uncertain times

14:15-15:30

BREAKOUT SESSIONS PART 2

David Morley: Authentic Global Engagement: A process for developing stronger intercultural relationships

Geert-Jan de Koning: Lessons from CSC-experiences in China

George Lupascu: Owning Diversity & Inclusion with the two Hofstede models

Alette Vonk & Chika Miyamori: Intercultural Change Management

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

Organised by:

