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**NYENRODE**  
BUSINESS UNIVERSITEIT



CELEBRATING YEARS

**NABC**75

Confidence in African Business

# 75<sup>TH</sup> ANNIVERSARY RECEPTION

THURSDAY 23RD SEPTEMBER 2021



**NYENRODE BUSINESS UNIVERSITY**  
BREUKELN, THE NETHERLANDS



**15:00 - 20:00 PM CEST**

**[WWW.NABC.NL](http://WWW.NABC.NL)**



# PROGRAMME

TIME	PROGRAMME ITEM	SPEAKER
15:00 - 15:30	Welcome Reception	
15:30 - 16:15	Opening Words	<b>Ms. Rosmarijn Fens</b> Managing Director NABC  <b>Dr. Koen Becking</b> Chairman of the Executive Board Nyenrode Business University  <b>Mr. Steven Collet</b> Director and Ambassador for Business and Development Cooperation Ministry of Foreign Affairs (Netherlands)  <b>Ms. Ingrid Thijssen</b> President VNO-NCW (Video Message)
16:15 - 16:30	Signing Ceremony	<b>Mr. Joost Oorthuizen</b> CEO Invest International
16:30 - 16:55	<b>Panel Discussion:</b> History of the Dutch and African Trade Relations	<b>Ms. Núria Vlonk-Cunha Soares</b> Account Manager Retail OTC Organics B.V.  <b>Mr. Jan-Kees Nieman</b> Managing Director East & West Africa Heineken  <b>Mr. Douglas Brew</b> Head of External Affairs, Communications and Sustainability for Africa Unilever
16:55 - 17:20	<b>Panel Discussion:</b> Future of the Dutch and African Trade Relations	<b>Ms. Betelhem Dessie</b> Founder and CEO iCog- Anyone Can Code  <b>Mr. Pascal Murasira</b> Managing Director Norrskén East Africa  <b>Dr. Yulia Levashova</b> Assistant Professor Nyenrode Business University
17:20 - 17:25	Cheers to 75 Years of Confidence in African Business	
17:25 - 20:00	Networking Reception with live DJ set	
20:00	Closure	

# KEYNOTE SPEAKERS



**Ms. Rosmarijn Fens**  
Managing Director  
NABC



**Dr. Koen Becking**  
Chairman of the Executive Board  
Nyenrode Business University



**Mr. Steven Collet**  
Director and Ambassador for Business  
and Development Cooperation  
Ministry of Foreign Affairs



**Ms. Ingrid Thijssen**  
President  
VNO-NCW



**Mr. Joost Oorthuizen**  
CEO  
Invest International

# PANEL SPEAKERS

*History of Dutch and African Trade Relations*



**Ms. Núria Vlonk-Cunha Soares**  
Account Manager Retail  
OTC Organics B.V.



**Mr. Jan-Kees Nieman**  
Managing Director East &  
West Africa  
Heineken



**Mr. Douglas Brew**  
Head of External Affairs,  
Communications and Sustainability  
for Africa  
Unilever

# PANEL SPEAKERS

*Future of Dutch and African Trade Relations*



**Ms. Betelhem Dessie**  
Founder and CEO  
iCog- Anyone Can Code



**Mr. Pascal Murasira**  
Managing Director  
Norrskén East Africa



**Dr. Yulia Levashova**  
Assistant Professor  
Nyenrode Business University



# GOODIE BAG SPONSORS



## Tony's Chocolonely

Tony's Chocolonely's mission: Make chocolate 100% slave free.

With unfair distribution of value and power in the chocolate supply chain, Tony's Chocolonely works to change that. Tony's Chocolonely use traceable cocoa to produce chocolate without the use of modern slavery or exploitation, all whilst investing in long-term partnerships with cocoa farmers, making fairer price agreements and showing cocoa farmers how to be more organised and improve their productivity so they can achieve a decent income.



## Oxfam Novib

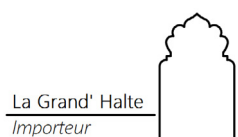
Entrepreneurs for Entrepreneurs (EfE) is a network of over 400 SME's in the Netherlands who support microfinance - and SME development work in developing countries through Oxfam Novib. Through a loan - which they are oftentimes not able to access otherwise - entrepreneurs in the Global South are given the opportunity to invest in their company. Our local partner organisations also provide trainings that help them grow in their entrepreneurial endeavours. This allows them to work toward a better future for themselves, their families and their entire community.

The EfE network is made up of business owners in a wide variety of sectors in the Netherlands: they all have one thing in common; believing in standing up for what is right and offering entrepreneurs in developing countries a chance to create a better tomorrow.



## Ngbaka Beers

Ngbaka beer celebrates the diversity and unity of African people wherever they may live in the world, finding commonality in a brand that retains the familiar taste of home. Ngbaka is more than a beer. It is the story of four African men in Europe who discovered home is not just a place but a sense for the things that make us feel rooted and whole. Ngbaka is a term that describes our common union, that out of many different regions we emerged from, we are united under one beer.



## La Grand' Halte

La Grand' Halte literally means taking a long rest during the day, in order to enjoy the delicious and unique red, white and rosé wines which we exclusively import from wine estates in the Maghreb for the Dutch market.

La Grand' Halte is the exclusive importer in the Netherlands of the winery Domaine de Baccari from Morocco and the winery Société des Grands Crus de l'Ouest (SGCO) from Algeria. To preserve the unique taste and quality of the Baccari and SGCO wines, they are stored lying at a constant temperature of 12° and out of sunlight.



## Pure Africa Coffee

Pure Africa Coffee offers pure Arabica coffee Straight from Rwanda, Burundi and Ethiopia. With the slow-roasting process bringing out the richness of each coffee bean, the unique aroma of each African variety is brought to life. For every kilo of Pure Africa Coffee bought, €1 is invested in microcredit loans to agricultural entrepreneurs in Africa to then buy new land, trees or fertilisers.



# ENTERTAINMENT

## JO BISSA

Co-founder of INI Movement and part of the international duo UMOJA, who played the last 4 years all across Europe and Africa doing shows and recording music.

Born under the May rays 1987, JO BISSA Began making beats from his attic at a young age, exploring hiphop, house and electronic music. JO BISSA moves through a wide range of flavours during his sets going from eclectic house to vibrant exotic rhythms and playful melody's always in favour of the dance floor. Taking inspiration from his musical journeys across Africa as Umoja and being an active producer with a taste for exotic rhythms and colourful melody's, JO BISSA is bound to take you on a dance journey filled with excitement and joy!



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