

NEW YEAR'S Reception 2025

24 JANUARY 2025 | 17:00 - 21:00 PM CET
HEINEKEN EXPERIENCE, AMSTERDAM

Join us and our strategic Partner, the Heineken Company, on the 24th of January at the Heineken Experience in Amsterdam for the **NABC's annual New Year's Reception 2025**.

Network with 150+ representatives from various sectors, including NABC members and African Ambassadors. The event provides a platform for entrepreneurs to share insights, discuss African business developments, and learn about NABC's plans for the year. Enjoy an inspiring speech by **Syngenta**, the 2024 Doing Business in Africa Award winner, and the unveiling of the 2025 edition of NABC's annual publication.

Don't miss this opportunity. [Register now!](#)

SPEAKERS



Arne Doornebal
Community Manager
NABC
(Moderator)



David Paterson
Regional Corporate Affairs Director, AME
The HEINEKEN Company



Rosmarijn Fens
Managing Director
NABC



Gerard Eysink
Territory Head AME
Syngenta

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PROGRAMME

TIME	ACTIVITY	SPEAKER
17:00 – 17:30	Arrival and Registration	
17:30 – 17:35	Introduction	Arne Doornebal Community Manager NABC (Moderator)
17:35 – 17:45	Word of Welcome	David Paterson Regional Corporate Affairs Director, AME The HEINEKEN Company
17:45 – 17:55	NABC's 2025 Outlook	Rosmarijn Fens Managing Director NABC
17:55 – 18:05	Keynote from the Doing Business in Africa Award 2024 Winner	Gerard Eysink Territory Head AME Syngenta
18:05 – 18:15	Launch of the 2025 Edition of NABC's Publication	
18:15 – 18:20	New Year's Toast	
18:20 – 21:00	Music, Drinks & Networking	