

BACK TO BUSINESS (B2B) RECEPTION

27 SEPTEMBER 2024 | 15:00-19:00 PM CEST

THE GREEN MEETING CENTER, ARNHEM, THE NETHERLANDS

Back to Business (B2B) Reception will be held on the **27th of September** at the **Green Meeting Center in Arnhem**.

Under the theme “**Forging Global Connections**”, the B2B Reception aims to re-energise the entrepreneurial spirit after the summer months, fostering impactful relationships between the **NABC** and **Oost NL** networks. It seeks to **inspire** and **enable** business connections for regional trade and commerce with the African continent.

This year’s Back to Business Reception goes beyond a mere social gathering; it is a catalyst for forging regional and international connections with lasting impacts. Don’t miss this opportunity to kickstart the new business season by expanding your network and gaining fresh energy.

Thanks to our partnership with OostNL, this event is **free of cost**.
Please note that registration does not mean automatic admission.

MEET OUR SPEAKERS



Ms. Rosmarijn Fens
Managing Director
NABC



Mr. Fons de Zeeuw
Director International
Oost NL



Mr. Marchel Gerrmann
Ambassador for Business and Development
Ministry of Foreign Affairs of the Kingdom
of the Netherlands



Mr. Leroy Alessie
Account Manager Africa &
Middle East
SGS



Ms. Alette Vonk
Trainer/Lecturer Intercultural
Management
De Vonk and Cultural Insights



Mr. Bas de Vaal
Managing Director
Portside International B.V.



Mr. Arne Doornebal
Community Manager
NABC



Ms. Guna Alvika
Events & Marketing Coordinator
NABC
(Moderator)

PROGRAMME

TIME	PROGRAMME ELEMENT	SPEAKER
15:00-16:00	Walkin and Registration	
16:00-16:05	Introduction to B2B Reception	Ms. Guna Alvika Events & Marketing Coordinator NABC (Moderator)
16:05-16:15	Word of Welcome and NABC's Plans for Rest of the Year	Ms. Rosmarijn Fens Managing Director NABC
16:15-16:25	Leveraging MFA Programs for Business Success in Africa	Mr. Marchel Gerrmann Ambassador for Business and Development Ministry of Foreign Affairs of the Kingdom of the Netherlands
16:25-16:35	Forging Global Connection: An Interview with Mr. Fons de Zeeuw, Director International, Oost NL	Ms. Rosmarijn Fens Managing Director NABC Mr. Fons de Zeeuw Director International Oost NL
16:35-16:50	Creating a Culture for Success Book Giveaway: Cultural Confluence in Organisational Change: A Portuguese Venture in Angola	Ms. Alette Vonk Trainer/Lecturer Intercultural Management De Vonk and Cultural Insights
16:50-17:10	Panel Discussion: Navigating African Markets	Mr. Arne Doornebal Community Manager NABC (Moderator) Mr. Bas de Vaal Managing Director Portside International B.V. Mr. Leroy Alessie Account Manager Africa & Middle East SGS Ms. Alette Vonk Trainer/Lecturer Intercultural Management De Vonk and Cultural Insights
17:10-17:20	Summer Toast and Invitation to Network	
17:10-19:00	Networking Reception	