INSEAD Alumni Association Belgium

Newsletter October 2009

“Life Begins at 50”

SERVING… 1.480 INSEAD MBA and EDP in Belgium

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  “Life Begins at 50”

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Dear INSEAD Friends,

This Fall – and for an entire year – we start celebrating our beloved school’s 50th birthday. Time to look back in the mirror at an incredible accomplishment by visionary and strong-willed people: from Georges Doriot, Claude Janssen and Olivier Giscard d’Estaing, to Franz Humer and Frank Brown.

In this “Special 50 Years” Newsletter, you will find extracts from INSEAD’s 50th anniversary booklet. But as the anniversary logo shows, we are only half way… to the 100 years. INSEAD is committed, more than ever, to continue its thought leadership and its unique positioning as “the business school for the world”. The fifty years ahead of us promise to be as captivating and intense as the first fifty.

Our calendar of events in Belgium is also captivating and intense: Company Visit of Scope Invest on October 8, Career Experience Sharing on October 20, Healthcare Club Conference on October 28, our prestigious Innovator Prize on November 18 (awarded to Désiré Collen), Sustainable Energy Roundtable on December 3. You will read all about these in this Newsletter, as well as a pretty unique “alumni in the spotlight” this month: Herman Vander Stichele who graduated from INSEAD in 1961 – the second promotion of the school!

Indeed, fifty years of action, and more to come…

INSEADly Yours,

Pat & Piet
Company Visit : SCOPE INVEST
Thursday, October 8, 2009

Fabrice Delville MBA98. Managing Director at the leading Tax Shelter operator SCOPE Invest, offers you a unique opportunity to discover the realities behind the now-famous Tax Shelter scheme through an event mixing fun with... finance! At the movie theatre “Vendôme” in Brussels. Fabrice invites you to an informal interactive presentation of the 5-year old Tax Shelter scheme illustrated with real-life case studies. The presentation will be followed by the screening of a Tax Shelter-financed movie (“Coco avant Chanel” with Audrey Tautou and Benoît Poelvoorde). This event is organized in combination with the Prince Albert Fund Alumni Association.

7:00 – 7:45 p.m.: Welcome drink and light walking dinner
7:45 – 8:30 p.m.: Introduction to the Tax Shelter scheme and the SCOPE Invest entrepreneurial adventure
8:30 – 10:15 p.m.: Screening of the Tax Shelter-financed “Coco avant Chanel” movie (in French with NL subtitles)

Please register early by sending an email to Nadine Lorio at info@inseadalumni.be or call her on 0476 21 20 76 and transfer your participation fee of €15 to the INSEAD account 271-0081958-25 mentioning your name. Partners and/or colleagues are more than welcome at this event.

Address of the day: Cinéma Vendôme, Chaussée de Wavre 18, 1050 Brussels (parking at Parking 2 Portes/Deurs, avenue de la Toison d’Or, 200 meters from the cinema)

Sophie Bertin (MBA02)

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Public Holidays and our monthly drink of November

The normal date for our monthly drink falls on Tuesday 10th November, the evening of a public holiday in Belgium. Please let James Howe know if you would like to get together on Tuesday 10th November, or another date that week, such as Thursday 12th November. Send an email to: james@howe2.be”
In 2009-2010, INSEAD celebrates its 50th anniversary. In this context, PricewaterhouseCoopers and the INSEAD Alumni Association Luxembourg are pleased to invite you and your partner to a conference on the theme:

“Recovering from the financial crisis”
on October 15, 2009 from 18h00 to 20h00
in the European Investment Bank premises
98 boulevard Konrad Adenauer, Kirchberg (L-2968).

We will have the great pleasure to host the following keynote speakers:
- Prof. Jean Dermine, Professor of Banking and Finance, INSEAD
- Mr. Richard Pelly, Chief Executive of the European Investment Fund

The two speakers will share their views on this topic and will illustrate the role played by their respective institutions in this process.

The conference will be followed by a cocktail.

If you are interested, please take contact with Nadine Lorio to receive the Registration Form (0476-21 20 76 or info@inseadalumni.be)

Laurence Ponchaut MBA97
President INSEAD Alumni Luxembourg
NEW - Career Experience Sharing: Managing career transitions
October 20, 2009

Do you wish to enrich your perspective on your own career – and help other alumni enrich theirs? Are you contemplating or going through a career transition and wishing to tap on the wealth of career experiences of your fellow alumni?

Then book the evening of Tuesday, October 20 for our first Career Experience Sharing session!

This new, active workshop will be run every other month. Using simple and effective team facilitation techniques, Serge Pegoff will maximize the learning and mutual support among participants – as some of you have already witnessed during monthly drinks in 2008.

In each workshop:

- We will invite 1 or 2 participants to volunteer and confidentially share their current career challenges or dilemmas
- The group will offer their insights, using Serge’s methodology
- An Alumnus with special experience on the subject will close the evening with his/her own testimony. Roger Wippermann, who has experienced career transitions from multiple perspectives (during his own career, and now as an outplacement consultant for senior executives), will be our first guest.

Beyond the opportunity to share perspectives on your career, the added value will be in experiencing simple, effective practices to enhance the effectiveness and creativity of a team – techniques that you will be able to reuse into your day-to-day work.

Our first workshop, dedicated to the theme of Career Transitions, will take place on October 20th from 18h30 till 21h00 at RHR International, Avenue Louise 375, 1050 Brussels. Drinks and sandwiches will be available. To cover expenses, a 10€ fee will be asked on the premises.

As this workshop is based on your active participation, we may limit the attendance to ensure best quality. So please register a.s.a.p. with Nadine Lorio (info@inseadalumni.be) or Olivier Schobbens (oschobbens@rhrinternational.com, 0475/69 48 52).
Increasing regulatory hurdles in the industry, a general shortage of funding and increasingly long timeframes to exit make an entrepreneur’s life in the healthcare industry difficult. Is starting a business in this industry still a sensible idea or are the risks getting too high? What are the do’s and don’ts to successfully start, grow and exit a healthcare business in the current environment? Where can funding be found? What are ways to exit?

18:30 – 19:30 Buffet dinner
19:30 - 19:45 Welcome Pierre Lamy (BEA), Brigitte de Vet-Veithen (INSEAD)
19:45 - 20:00 Introduction Kenneth Bonheure, Principal, McKinsey & Company
20:00 - 20:15 Start a venture Mark Vaeck, CEO, ActoGeniX
20:15 - 20:30 Finance the venture René Kuijten, General Partner, Life Science Partners
20:30 - 20:45 Grow the venture Francois Blondel, CEO, IBt
20:45 - 21:00 Exit the venture Patrick van Beneden, EVP Life Science, GIMV
21:00 - 21:30 Panel discussion & Closing

Date: October 28th, 18.30 – 22.00h
Location: Chateau “Latour de Freins”, rue Engelandstr. 555, 1180 Brussels
Registration: per email with Nadine Lorio: info@inseadalumni.be.
Costs: 35€, to pre-pay on the INSEAD bank account: 271-0081958-25 (+ name and event)

Light dinner and drinks will be provided

For any questions around the program please contact Brigitte de Vet-Veithen, MBA 99J (brigitte@devetmanagement.com or +32-477-863016).
The event is organized in cooperation with the Brussels Enterprise Agency.
The INSEAD Innovator Prize Selection Committee has chosen for the 24th edition to award the 2009 prize to

Désiré COLLEN
inventor of t-PA and founder of Thrombogenics
for his achievements as an outstanding entrepreneurial scientist.

The prize will be formally presented to the recipient during a gala dinner at the Autoworld museum at the Cinquantenaire in Brussels on Wednesday, November 18th, 2009. You will all receive shortly a personal invitation for this prestigious event. We think this event represents a great networking opportunity as well as a chance to tighten your bonds with INSEAD. We are very honored that Dean Frank Brown has accept to join us at this occasion. In order to benefit from all this, as well as contribute to your school (the proceeds finance scholarships for less well-off students), we encourage you to join us.

The prize amounts to € 125 per person if paid by a company. INSEAD paid-up members pay € 100 and young graduates from promotions 2007/08/09 onwards pay only € 75 per person.

For those of you interested in associating your company with INSEAD, we recommend you to host a table for 10 people selected by you under the name of your company. The price for a table equals € 1,250. At this moment Deloitte, The House of Marketing and Reynaers Aluminium have already decided to invite their business relations at the award ceremony. Please contact Nadine Lorio for further information on the corporate tables at 0476-21 20 76 or info@inseadalumni.be.

Piet Dejonghe
TED is an event where some of the world’s leading thinkers and doers are invited to share what they are most passionate about. “TED” stands for Technology, Entertainment, Design – three broad subject areas that are, collectively, shaping our future. The diverse audience — CEOs, politicians, inventors, scientists, creatives, marketers, philanthropists and more is almost as extraordinary as the speakers, who have included Bill Clinton, Bill Gates, Frank Gehry, Paul Simon, Sir Richard Branson, Philippe Starck and Bono.

TEDx is an offshoot of TED and is a programme of local, self-organized events that bring people together to share ideas worth spreading. TEDx Brussels will feature video streams and live speakers including Nicholas Negroponte, Nirj Deva, Dambisa Moyo, Paddy Ashdown, Pedro Brugada, Marc Van Montagu, Conrad Wolfram, Catherine Verfaillie and Peter Schaefer, all looking to spark off new networks and discussions in the European capital.

The theme of the event is “Burn the Box”

The EU is the world’s largest donor of official development assistance. Its objective is the eradication of poverty and the achievement of the Millennium Development Goals (MDGs).

But the problem only gets bigger. Africa is at the same time the most promising and the least fortunate continent. A billion people deadlocked in time. TEDx Brussels salutes free spirits who do not watch from the sidelines or just think out of the box, but are ready to “BURN THE BOX”.

We would like to invite you to register for the first TEDx Brussels on http://www.tedxbrussels.eu and be part of an event which the attendees have called “the ultimate brain spa”.

**Timing and Place**

**Timing**: Monday, November 23, 2009, from 08.30 to 19.00


**Audience**: 500 guests including CEO’s, MEP’s, artists, scientists, Belgians, Europeans.
The application of “biomimetics” in solving one of the main problems related to climate change, notably the environmental-friendly alternatives for the capture and storage of CO₂ released by fossil fuel combustion.

We are pleased to announce the next event in our Sustainability Roundtable events on 3rd December 2009.

The subject of our next meeting is “Biomimetics”, or the use of biological processes to solve real-world problems. We have invited two distinguished scientists specialised in biomimetics to talk about a project that was recently launched by the European Commission, in co-operation with Greenloop and four European universities to capture CO₂ at a massive scale using bacteria. This method is thought to be able to compete with other, more controversial plans for carbon sequestration using deep underground storage of liquid pressurized CO₂.

More details will follow in the November Newsletter.

Guus Keder

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Celebrities Meeting: Dominique de Villepin
December 9

Le mercredi 09/12 dès 19h00, dans le cadre des "Celebrities Meetings", le Spa Waux-Hall Club accueillera Mr Dominique de Villepin au casino de Spa pour une conférence suivie d’un dinner.
Thème : "La cité des hommes ou la crise et le nouvel ordre mondial"
Réservation avant le 15/11

Infos : info@spawauxhallclub.com ou au 087 77 64 16
Site Web : www.spawauxhallclub.com

“New leadership
The most revolutionary form of management education European business has seen so far.”
-

Time Magazine
In commemoration of 50 years INSEAD, the Dutch and Belgians are organising a second European event. Three years ago the European Salamander Road Challenge Amsterdam – Fontainebleau proved to be a fantastic event. Dean Frank Brown enjoyed it so much he asked the Dutch to repeat this event in 2010. It brings European alumni together in Fontainebleau around a shared interest.

Start day 1 : Friday 10:00 Brussels  
Lunch break day 1 : Friday 13:00 Belgium Ardennes  
Finish dinner day 1 : Friday 19:00 North-East France

Start day 2 : Saturday 08:00 North-East France  
Lunch break day 2 : Saturday 13:00 Around Paris  
Finish Cocktails day 2: Saturday 19:00 Fontainebleau  
Dinner : Saturday 21:00 Fontainebleau

Subscribe as an equipe (preferably 1 IAA navigator and 1 IAA driver, but equipes with partners are also welcome) at inseadalumni@planet.nl.

Costs: € 500 per equipe (2 persons)  
Included are:
- Road books, challenge plates, door/hood numbers  
- Pre-start briefing with refreshments and sandwiches  
- Lunches, cocktails and dinners  
- Hotel and breakfast North-East France  
- Prizes for best country team and best overall equipe in the categories navigation and beauty

Extra’s:
- Dinner at le Circle (50 euro pp)  
- MBA Chateau Party (30 euro pp)

Invitations
All European INSEAD Alumni Associations are welcome to join this Dutch-Belgium initiative. The organization would love to have one or more 3-equipe country teams per European Alumni Association to be able to organize a colorful country team competition.

For more information, please contact the Dutch IAA Secretariat at inseadalumni@planet.nl.  
Robert P. van Schagen, Challenge Chairman
Past Company Visit Duvel-Moortgat
September 8, 2009

The Duvel event was a big success with around 50 participants all happy to taste a fresh beer, during one of the last most sunny days of the summer…

We first visited the brewery and were told the brewing processes with state-of-the-art production techniques but also a sense of tradition and … a great deal of love! After a refreshing Duvel in the garden, Michel Moortgat (4th generation owner and CEO) very friendly explained to us all their challenges and how an entrepreneurial family business manages to compete with giant conglomerates in a western world where bier consumption declines!

After this very interesting debate, Michel invited us all to taste a large choice of delicious beers (Vedett, Maredsous, Achouffe, Ommeegang, Liefmans etc) We even all received a little present before leaving. Thank you Michel for your kind and generous hospitality! Thank you all for your kind gift to the INSEAD Alumni Fund!

Sophie Velge Lammerant MBA J’1987 Trustee of the International Alumni Fund

Alumni Corner

My niece, Madeleine Smagacz, has just finished University and arrived in Brussels, is looking for job experience. Business graduate, native speaker of English with solid working French, she has a "can-do" attitude and a dynamic, friendly personality.

If anyone would like to give her a try, please let me know

Anna Krzyzanowska
0498 400 906 or anna.krzyzanowska@ec.europa.eu
At the occasion of this very special year of the 50th anniversary of INSEAD, here is the video message from Dean Frank Brown about the INSEAD Alumni Fund (IAF) and the impact of giving. Please take 2 min to listen!

As you know, Alumni donations are really critical to the school’s success: above all in order to grant scholarships to promising students, regardless of their financial background. Our school also needs donations to fund cutting-edge research, to recruit/train outstanding faculty, and finally to provide state-of-the-art facilities for all of our participants.

If you have made a gift this year: lots of warm thanks!

If you have not yet done so, we invite you to give to INSEAD TODAY! (Account n° 000-000004-04 of the Fondation Roi Baudouin with the mention TGE-INSEAD. Tax deductibility form for any gift of € 30 or more) Big Thank you in advance!

We look forward to staying regularly in touch with you during this INSEAD's 50th anniversary year!

Warm regards,
your IAF team in Belgium:
Sophie Lammerant MBA87 – Paolo Senes MBA2001 – Emmanuel de Vicq MBA1963
INSEAD Alumni Fund www.giveto.insead.edu

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CareerLink: Post your Jobs!

Is your company looking for a high-profile hire? In these times it’s hard to advertise without being overwhelmed by (not always relevant) résumés. But, we have the cure: free, direct and discrete access to thousands of INSEAD Alumni. Just send an e-mail to Nadine Lorio or Olivier Schobbens, and we will help you post your job description on Fontainebleau’s CareerLink – anonymously or not, at your choice. A brief reference will be made in the next IAA-B newsletter.

To check job opportunities on CareerLink:
Surf on https://alumni.insead.edu and click on the “Career Service” tab.
(please contact logins.alumni@insead.edu if you don’t have your login details)

Career Counselling: for every personal career question
We are at your disposal as a sounding board for reflecting about your career orientation, whether you are currently looking for a new job or just weighing options. Contact persons:

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<thead>
<tr>
<th>Nadine Lorio</th>
<th>Olivier Schobbens IEP99</th>
<th>Roger Wippermann</th>
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<tbody>
<tr>
<td>Tel 010-22 60 10</td>
<td>Tel. 02-648 66 50</td>
<td>(as from early July)</td>
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<tr>
<td>GSM 0476-21 20 76</td>
<td>Mobile: 0475-69 48 52</td>
<td>Mobile: 0475-42 49 69</td>
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<td><a href="mailto:info@inseadalumni.be">info@inseadalumni.be</a> <a href="mailto:oschobbens@rhrinternational.com">oschobbens@rhrinternational.com</a> <a href="mailto:roger@wippermann.net">roger@wippermann.net</a></td>
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Don’t forget to go on the Fontainebleau website to access the international career service:
Go to www.insead.edu/mba/careers . Or go to http://alumni.insead.edu and enter your personal login details: Click on careers services, Alumni career services, Search Jobs, Select industry You may post jobs on the website. Tell your company’s HR dept. With better jobs on the website, INSEADers can help INSEADers ! Recruiters can post jobs on http://www.insead.edu/alumni/recruiters.htm.

This is a service free of charge one year that started in January 2005. Please contact Amanda Morris (amanda.morris@insead.edu) for further information or questions.
Birth

Esther and Quentin TOUSSAINT (EMBA08) are delighted to announce the birth of their son TRISTAN on April 25, 2009

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Alumni on the Move

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Renewing and refreshing the portfolio

With a major overhaul of the MBA programme successfully completed in 2008, INSEAD turned its attention to the growing Executive MBA marketplace. In response to increased demand for a part-time MBA degree meeting the needs of senior executives, the school gave the well-established format its own distinctive twist. This does not only widen the INSEAD brand for international, delivered across two campuses to culturally diverse participants; it also offers a unique leadership component, complete with coaching and MO-Jacques experience.

Unprecedentedly, the first class of 54 participants from 23 countries were all international high flyers. And within five years, the 14-month programme would enter the top ten. From 2012, it would also exist in an alternative format for participants based in Asia thanks to a second major strategic alliance – this time with China’s university system.

By another of INSEAD’s ambitious ideas had been transformed, through action, into achievements.
Alumni in the Spotlight:
Herman Vander Stichele MBA’61

- What’s the most difficult thing about your job?
  
  My job? I retired 18 years ago

- Unusual past experience?
  
  I served 22 years as ‘Juge consulaire’ of which 6 years as president; Total different world than business

- What did INSEAD bring to you?
  
  Quite a lot – especially an analytical mind

- What does INSEAD bring you now?
  
  Nice positive memories

- Favourite thing about Brussels?
  
  Walking on the Grand Place and admire the historic buildings

- What are you most thankful for?
  
  For the fact that my health is again good and under control, I had a very serious problem in 1997

- What are your hobbies?
  
  Fishing and bottom fishing on the stock exchange and travelling

- What upgrade would you like to give yourself?
  
  As a whole I can’t complain about my professional career, I believe that INSEAD contributed a lot, so let’s keep it as it is.

- What do you value most in others?
  
  Correctness and humor

- Who is your hero?
  
  JF Kennedy

- What is your philosophy?
  
  My philosophy is to have no philosophy

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“The Business School for the World”

This was the title chosen for the launch of the school’s second major fundraising campaign in 2002, but it was also an expansion of bothambition and scope. Raising 300 million Euros helped fund the growth of the school, including the construction of the new campus in Fontainebleau. This was followed the next year by an even more ambitious project in Abu Dhabi, designed to house research activities, executive education and events. Generously funded by the Abu Dhabi Education Council, it will become a major hub in the future development of INSEAD.

INSEAD has now moved to the Middle East – and it is from there, too.

Operations abroad have been expanded by new developments in Singapore, and Dubai. In 2004, the second of the firm’s three Learning Spaces for Executive Education was opened, and in 2008 the ambitious Phase 2 development of the Abu Dhabi campus was completed ahead of schedule.