

Club of Amsterdam

The Breakfast Club - Sustainable Profits

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Supporter

Logica



What is The Breakfast Club?

The Breakfast Club brings together strategic decision makers at the forefront of their professions, from industry leaders to policy makers. The objective is to use this intrinsically multi-disciplinary environment to facilitate a high-level exchange of knowledge and ideas that will be both stimulating and uniting.

The broad range and quality of expertise contributing to the interactions should benefit all participants, helping them to stay ahead of the competition, gain a clearer picture of where value lies, and leverage their core competencies more effectively.

The Breakfast Club events are usually designed for 20-30 Members and are by invitation only.

Topic of the first event:

Sustainable Profits

How to achieve a sustainable profitable company? Market position, addressing client and society needs, optimal processes and cost control are key issues.

360 degrees perspective, smart planning for future needs, balancing short-, medium- and long-term interests of all stakeholders are a good start.

Norms & values that are ethical in nature and a stakeholder proof business model a very good next step.

Is it the deliverance and the fast implementation that make the difference? Is a sustainable business model more evolutionary than revolutionary? How to attract and retain knowledge workers? Is knowledge king? Is it a constant balancing of short- and long-term interests?

With

Frank de Reij, Executive Vice President and CPO, Air France KLM

Sustainable Procurement at AIR FRANCE - KLM

Steven Veenendaal, CEO, CRF Institute / Top Employers

Mobilising people, for a profitable future

Michiel Haarman, Independent Advisor and formerly International CIO EMN Post (TNT)

Mobilising technology for a sustainable company

Moderated by **Annegien Blokpoel**, CEO, PerspeXo

Welcome by **Lavinia Meijer**, internationally renowned harpist



Welcome by Lavinia Meijer

"There may not be many star harpists in the world, but Lavinia Meijer has as good a chance of becoming one as any. Certainly some of the world's great orchestras and halls have cottoned on to her talent early, as she appears with the likes of the Royal Concertgebouw and the Israel Philharmonic, while her Carnegie Hall debut came - for a solo concert - a little over a year ago." - *The British magazine Gramophone*



Michiel Haarman, Independent Advisor and formerly International CIO EMN Post (TNT) **Mobilising technology for a sustainable company**

The years in which we spent our money upfront to invest in software, hardware, consultants and applications, before we could start capturing the benefits of new technologies are behind us. Welcome to software as a service, OpenSource (free) software and virtual workspaces.

But how do you start using these developments in your company while improving your bottom line, agility, customer return and employee satisfaction?

Using real life examples and case studies Michiel Haarman will address these issues.

Bio

Michiel Haarman joined TNT Logistics (now CEVA) in 2002. Until January 2010 he was responsible for the IT & CSR of TNTPost European Mail. As CIO TNT NEA he was responsible for TNT's Corporate Social Responsibility programs and IT and spend several years in North East Asia. From 1998 to 2002 Michiel was CEO and founder of MWH Management, active in IT and logistics consultancy serving different international customers. In this function he implemented classic ERP solutions like SAP and PeopleSoft worldwide.



Steven Veenendaal, CEO, CRF Institute / Top Employers
Mobilising people, for a profitable future

What strategic role does HR play in your organization and are they represented on the board?

Why focus on internal (and external) Employer Branding today rather than tomorrow?

What lessons can be learned from the world's Top Employers?

Long-term demographic trends show that the employee of the future has different needs to the employee of today. Dealing with the different needs of different generations, and the concept of "flexibility" is key to being an employer of choice in the future.

Bio

CRF Institute is leading organisations in certifying HR policies and practices. Its Top Employers project currently runs in 12 countries on 3 continents. Since the establishment in 1991, the CRF Institute has certified more than 10.000 large and international organisations.

Before joining CRF, Steven worked from '94-99 in several managerial positions at VNU, always focused at bringing employers and employees closer together.



Frank de Reij, Executive Vice President and CPO, Air France KLM

Sustainable Procurement at AIR FRANCE - KLM

AIR FRANCE – KLM is actively involved in numerous CSR initiatives, as acknowledged by its leading position in the Dow Jones Sustainability Index in the airline industry. Different kinds of initiatives exist, some directly affecting the end consumer and some more internally oriented. The centralized AIR FRANCE – KLM Procurement Organization also needs to contribute to CSR objectives. In his presentation, Frank de Reij will touch upon strategic developments within the procurement domain before turning to several illustrations of CSR initiatives.

Bio

Frank de Reij graduated from the TU Delft in 1985 with a master's in Engineering and an MBA from the Erasmus University, Rotterdam in 1987. Joining KLM in 1998 as VP & Managing Director Business Unit Air Logistics, in 1999 he was appointed Senior VP Business Unit Air Cargo and joined the executive board of KLM Cargo division in 2000. overseeing all external spend - excluding aircraft - of the group.



Moderated by **Annegien Blokpoel**, CEO, PerspeXo

Bio

Annegien Blokpoel is founder and director of the independent strategy firm PerspeXo. She has worked in the fields of strategy, investor relations, communications and structured finance at 2 AEX listed companies, CF PwC and MeesPierson. In the course of over 15 years she has assisted more than 35 boards / directors in formulating and realizing value strategies.

She holds degrees in Economics, MBA and Archaeology and studied at the University of Amsterdam and Jerusalem. She acts on a regular basis as moderator and speaker at conferences.



