

### Seminar 7: Entrepreneurship & readiness for Innovation

Date: Friday August 7, 2009

Time: 09.00 – 15.00 hrs

Lecturer: Dr. John Verhardt, lectures worldwide at MBA level, as a part time Associate Professor specializing in Entrepreneurship, Strategic Management and International Marketing at the Maastricht School of Management in The Netherlands.

### Seminar 8: Dealing with complex market dynamics

Date: Friday August 28, 2009

Time: 09.00 – 15.00 hrs

Lecturer: Drs. Richard Janssen studied Business Administration at the Vrije Universiteit Amsterdam and holds a master degree with specialization in strategy and e-business. He joined the Strategy Center of Nyenrode Business University as a lecturer Dynamics of Strategy in the beginning of 2008 and teaches topics centered around competitive landscapes, dealing with uncertainty and creating strategic insight.

### Seminar 9: Business and IT Alignment for Competitiveness: “an inward look”

Date: Friday October 23, 2009

Time: 09.00 – 15.00 hrs

Lecturer: Dr. Gert van der Pijl is professor at the Faculty of Economics of the Erasmus University Rotterdam. He lectures on management control of organizations and IT and Acquisition and implementation of IT.

### Seminar 10: IT sourcing for Competitiveness: “an outward look”

Date: Friday November 20, 2009

Time: 09.00 – 15.00 hrs

Lecturer: Drs. Arno Nuijten is active as an independent auditor and consultant in the field of IT control and management processes. He is also lecturer at Fontys Hogescholen, NIVRA/Nijenrode and Erasmus University. His research is on assessing ICT related risks for IT managers and auditors.

### Seminar 11: A comprehensive approach to innovation

Date: Wednesday December 9, 2009

Time: 09.00 – 15.00 hrs

Lecturer: Dr. Wim Jansze is R&D Director in Consolis Technology and responsible for the management of technology and innovation in construction. He holds a Master and PhD degree in Civil Engineering from Delft University of Technology and a Master of Business Administration degree from FHR/Maastricht School of Management.

Seminar	January 2009							February 2009							March 2009							April 2009						
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
Seminar 1: 14.01.09 Markets & Market Efficiency																												
Seminar 2: 11.02.09 Financial Management Controls & Corp. Competitiveness	4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14	5	6	7	8	9	10	11
Seminar 3: 20.03.09 Strategy mapping	11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21	12	13	14	15	16	17	18
Seminar 4: 24.04.09 Prof's in a comp org	18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	19	20	21	22	23	24	25
	25	26	27	28	29	30	31							29	30	31					26	27	28	29	30			
Seminar 5: 12.06.09 The entrant cockpit								31	1	2	3	4	5	6	5	6	7	8	9	10	11	2	3	4	5	6	7	8
Seminar 6: 10.07.09 QM as a tool for Competitiveness	3	4	5	6	7	8	9	7	8	9	10	11	12	13	12	13	14	15	16	17	18	9	10	11	12	13	14	15
Seminar 7: 07.08.09 Entrepreneurship & readiness for Innovation	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	16	17	18	19	20	21	22
Seminar 8: 28.08.09 Dealing with complex market dynamics	17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	23	24	25	26	27	28	29
	24	25	26	27	28	29	30	28	29	30				26	27	28	29	30	31									
Seminar 9: 23.10.09 Business & IT alignment for Competitiveness																												
Seminar 10: 20.11.09 IT Sourcing for Competitiveness	30	31	1	2	3	4	5	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
	6	7	8	9	10	11	12	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
Seminar 11: 09.12.09 A comprehensive approach to Innovation	13	14	15	16	17	18	19	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
	20	21	22	23	24	25	26	25	26	27	28	29	30	31	29	30					27	28	29	30	31			
	27	28	29	30																								

# 4<sup>th</sup> Series of Seminars for Business Professionals “Pillars of Competitiveness”

The FHR Institute for Social Studies announces it's fourth Series of Seminars for Business Professionals on the “Pillars of Competitiveness”, running from January to December 2009. Applications should be submitted latest by January 5th

This special Series targets all progressive corporate executives interested in fully reaching their competitive potential and in so doing contribute to the productive potential of their country.

*Michael E. Porter in The Global Competitiveness Report 2007 - 2008*

*“Competitiveness is the fundamental underpinning of prosperity. (...) which depends both on the value of a nation's products and services, measured by the prices they can command in open markets and the efficiency with which they can be produced.”*

The Global Competitiveness Index (GCI) of the World Economic Forum provides a weighted average of many different components, each of which reflects one aspect of the complex reality called competitiveness. These components are coined across three stages of development.

### Pillars of Competitiveness

#### Basic Requirements

- Institutions
- Infrastructure
- Macroeconomic stability
- Health & Primary Education

Key for  
**factor - driven**  
economies

#### Efficiency enhancers

- Higher education and training
- Goods market efficiency
- Labor market efficiency
- Financial Market sophistication
- Technological readiness
- Market size

Key for  
**efficiency - driven**  
economies

#### Innovation and sophistication factors

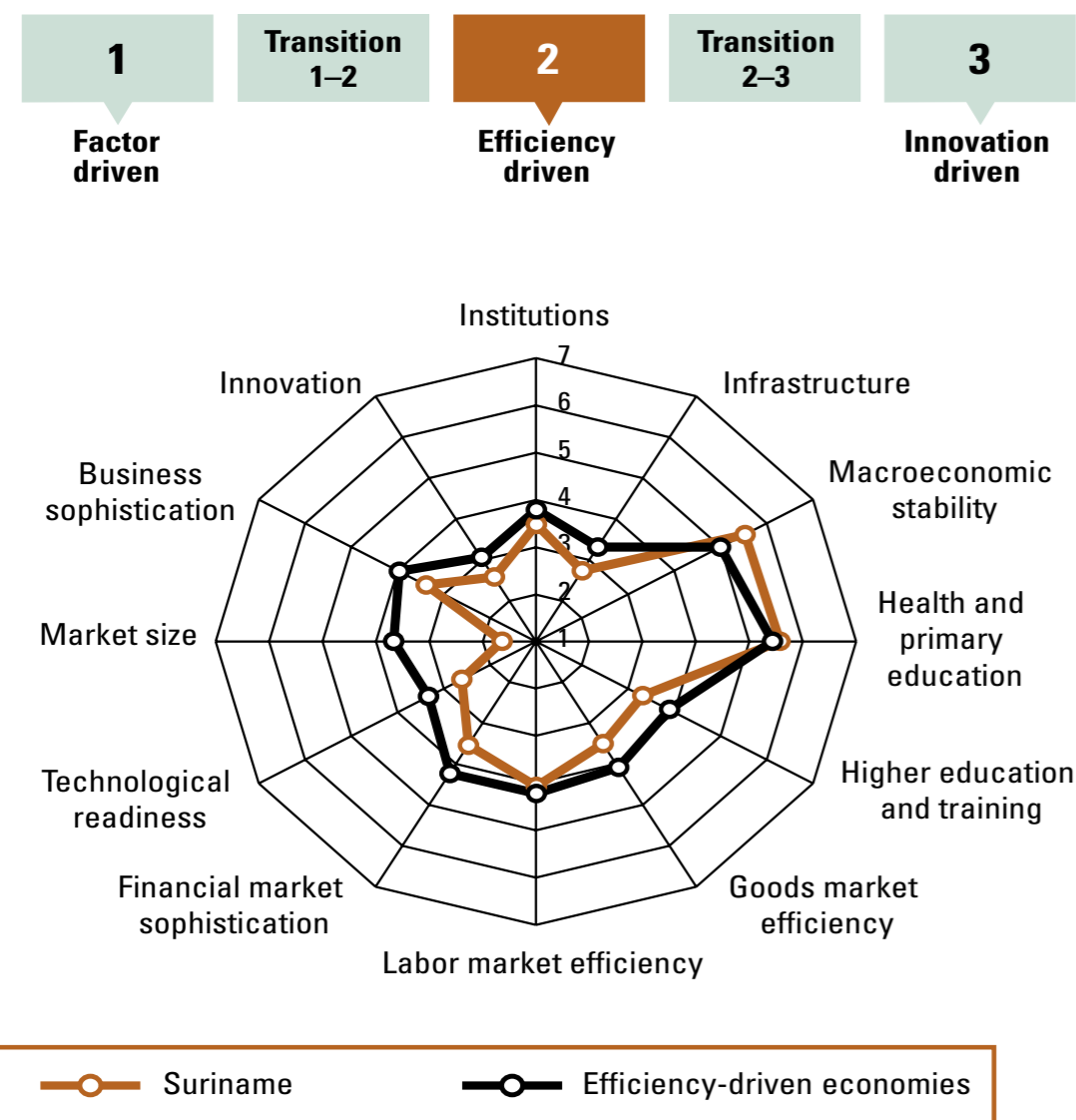
- Business sophistication
- Innovation

Key for  
**innovation - driven**  
economies

Stages of Development



## Suriname's stage of development



Against this background the lecturers on the seminars will address **efficiency** and **innovation** factors as drivers of **competitiveness** from various perspectives including: Strategy; Innovation; Markets; Financials; Technology; Quality; Entrepreneurship; Professionalism; Future mapping; Business sophistication and Networking

### In this series participants will gain understanding and knowledge on

- The need for nations to be pre occupied with competitiveness in the globalizing world
- The crucial role of the business community in enhancing national competitiveness
- The external and internal factors that influence the process of competitive enhancement
- Efficiency, innovation and sophistication as means to enhance competitiveness

### Seminar 1: Markets & Market Efficiency: what it can and cannot do

Date: Wednesday January 14, 2009

Time: 09.00 – 15.00 hrs

Lecturer: Dr. Dhruva Lahiri is Assistant Professor in International Business. He has been associated with MsM since 1995 specializing in International Business, Strategy and Marketing and has been teaching in MBA & Executive MBA programs.

### Seminar 2: Financial Management Controls & Corporate Competitiveness

Date: Wednesday February 11, 2009

Time: 09.00 – 15.00 hrs

Lecturer: Dr. Kami Rwegasira is Professor of Financial Management and Accounting at Maastricht School of Management (MSM). He joined MSM in 1987 and has taught in several countries at various universities and institutions of higher learning.

### Seminar 3: Strategy mapping: roadmap for entrepreneurs to competitiveness

Date: Friday March 20, 2009

Time: 09.00 – 15.00 hrs

Lecturer: Dr. Leo Kerklaan studied law and economics at the Amsterdam University. As a manager he has gained extensive experience in the field of quality and performance management. He is the co-founder of the "Dutch Society of Quality Control" and is now focusing his consulting activities on performance management.

### Seminar 4: Professionals in a competitive organization

Date: Friday April 24, 2009

Time: 09.00 – 15.00 hrs

Lecturer: Drs. Cris Zomerdijs studied business science at the Vrije Universiteit Amsterdam. Prior to that he studied Management, Economy and Law at the Hogeschool INHOLLAND Alkmaar. He is an organizational advisor with the Holland Consulting Group in Amsterdam since 2005.

### Seminar 5: The entrepreneurial cockpit: fast forward to success

Date: Friday June 12, 2009

Time: 09.00 – 15.00 hrs

Lecturer: Dr. Leo Kerklaan

### Seminar 6: Quality Management as a tool for Competitiveness

Date: Friday July 10, 2009

Time: 09.00 – 15.00 hrs

Lecturer: Dr. Jos van Iwaarden is assistant professor at the Rotterdam School of Management, Erasmus University Rotterdam, The Netherlands. He holds an MSc degree in business economics and a PhD degree in management (both from Erasmus University) which he obtained on research about quality control in the automotive industry.

### Program Design:

The program covers 11 one day seminars of 6 hours spread over the period January to December 2009. The allocated time will be divided into a lecture part and an interactive part.

This interactive part will consist of discussions between the lecturer and participants and in some cases the discussions will be lead by a panel of experts.

The seminars will be moderated by highly qualified Professors and Associate Professors of International Universities or by Senior Executives of International Corporations.

This series will take place at the premises of the FHR Lim A Po Institute.

Registration is open for individual executives and for corporations with the possibility of substitution for all 11 seminars

#### Admission Requirements:

- € 1500, - to be paid latest by January 12, 2009.
- Applications to be submitted latest by January 5, 2009 at the "Series Secretariat" Merrill Truideman at [registration@fhrinstitute.org](mailto:registration@fhrinstitute.org)