

The Schilperoort Lectures

Success stories of entrepreneurial scientists

The sixth meeting of 'THE SCHILPEROORT LECTURES' is on Wednesday 28 April 2010, FORUM Building Wageningen Campus

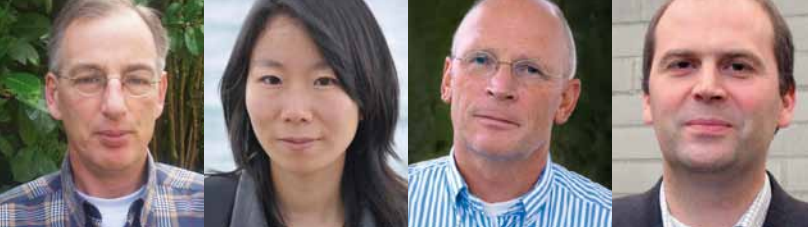
This time the program focuses on Entrepreneurship in Communication and Consultancy. All speakers had their academic education at Wageningen University and at a certain moment in life decided to exploit their specific know-how, experience and interests by founding a company in communication, consultancy or matching. They will tell their personal story.



Piet Schenkelaars was educated at Wageningen University and combined Molecular Sciences with Philosophy of Science. For several years he worked for international consumer and environmental organizations such as the Kontaktgroep Biotechnologie & Samenleving and as Co-ordinator for Biotechnology and Biodiversity for Friends of the Earth in Brussels. Later he was employed by Mebo environment consultancy and Schuttelaar & Partners. In August 1998 he founded Schenkelaars Biotechnology Consultancy with a focus on Regulations and Risk Assessment, Policy and Strategy analysis, Stakeholder dialogue and round table; sustainability and Bio-ethics.

Haifen Hu also studied at Wageningen University in the field of Bioprocess technology. The combination of majors in Molecular Biology, Communication & Innovation Studies and Innovative Entrepreneurship already shows her business interest and interest in communication. She began her entrepreneurial career as a freelancer in 2003 and in the following years as Hyphen Projects she very successfully launched Bio Career Event, BCFjobs, Lab Career Event and, BioBusiness Event. Hyphen Projects currently employs 4 staff members.

Marcel Schuttelaar studied at Wageningen University first environmental studies, then changing to Human Nutrition. For several years he was active in environmental and consumer organizations (Vereniging milieudefensie, Konsumenten Kontakt, Consumentenbond). After working as activist/lobbyist he decided in 1995 to start his own



Piet Schenkelaars

Haifen Hu

Marcel Schuttelaar

Ronald Hiel

communication and advice company. The company is active in the fields of agro, food & health and sustainability and assists companies and organizations in market introductions of innovative products, with scientific and commercial expertise and with full service PR. Schuttelaar & Partners now has about 80 staff members in offices in The Hague, Brussels and Wageningen.

Ronald Hiel was trained in Economics and Marketing at Wageningen UR. He was managing director and head of public affairs at the Dutch Product Board of Margarine, Fats and Oils, before joining Schuttelaars & partners. Recently Ronald was appointed Director of their Wageningen Office.



The Schilperoort Lectures

Success stories of entrepreneurial scientists

Program

- 15.00 Arrival, registration, coffee
- 15.30 Welcome by Hans Dons,
Coordinator of the DAFNE Schilperoort Lectures
Chair: Simon Vink, Corporate Communication,
Wageningen UR: opening, personal introduction
- 15.35 Piet Schenkelaars, Founder/CEO of Schenkelaars
Biotechnology Consultancy (www.sbcbiotech.nl)
- 15.55 Haifen Hu, Founder/CEO of Hyphen Projects
(www.hyphenprojects.nl)
- 16.15 Coffee Break
- 16.45 Marcel Schuttelaar, Founder/CEO of Schuttelaar & Partners
(www.schuttelaar-partners.com)
Ronald Hiel, Director of the Wageningen Office of
Schuttelaar & Partners
- 17.30 Drinks, networking and interaction with the speakers

A selected group of participants will be invited for a 'Dinner with the speakers'.

Please register via e-mail to the DAFNE office:
info@dafne-entrepneurship.nl