



“The Schilperoort Lectures”, success stories of entrepreneurial scientists

The 6th 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 show her business interest and interest in communication. In 2003 she founded her own company Hyphen Project Management. In recent years she very successfully organized the Bio Career Events and BioBusiness events with over 2000 participants.

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 (milieudefensie, kosumentenkontakt, consumentenbond. After working as activist/lobbyist he decided in 1995 to start his own communication and advice company. The company is active in the fields of food, health and sustainability and facilitates a societal dialogue on developments in agriculture, technology, human health and consumer behavior. 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.

Program

- 15.00 arrival, registration, coffee
- 15.30 Welcome by **Hans Dons**, Coordinator of the DAFNE Schilperoort Lectures
- 15.30 Chair: **Simon Vink, Corporate Communication Wageningen UR: opening, personal introduction**
(To be confirmed)
- 15.35 **Piet Schenkelaars, Founder/CEO of Schenkelaars Biotechnology Consultancy (www.sbcbiotech.nl)**
- 15.55 **Haifen Hu, Founder/CEO of Hyphen project management**
- 15.15 Coffee Break
- 16.45 **Marcel Schuttelaar, Founder/CEO of Schuttelaar & Partners (www.schuttelaar-partners.com)**
RonaldHiel, 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-entrepreneurship.nl.