

IN THIS NEWSLETTER

[Director of Scientific Education, Dr. L.J. Roborgh visits MSM](#)

[MBA 25 Visits the European Commission in Brussels](#)

[Sixth annual Corporate Social Responsibility Seminar held at MSM](#)

[MSM and CMC sign collaboration agreement](#)

[New series of Outreach executive education programs in Surinam](#)

[Refresher Courses 2009 for NFP Alumni](#)

[Bethlehem - Study Visit to the Netherlands April 1 -19](#)

[MSM wins best stand award at Spits Nobiles Masterfair in Utrecht](#)

[Open Day at MSM](#)

[MSM at RIUF 2009](#)

[MSc Plunge at MSM](#)

[Alumni Chapter Opening in India](#)

[First steps towards Alumni Chapter in Ethiopia](#)

[Alumni Chapter Opening in Uganda](#)

[Round Table Indonesia: Finding opportunities for sustainable economic development](#)

[Review of a Dutch-Malaysian-Indonesian Public-Private Partnership Program](#)

Upcoming events

18 March 2010:

Meet & Greet Tanzania

20 March 2010:

MSM Open Day

1 April 2010:

CSR Seminar

22 May 2010:

Alumni Gathering Vietnam

Ministry of Education, Culture and Science at MSM

Director of Scientific Education, Dr. L.J. Roborgh visits MSM

On March 5, Dr. L.J. Roborgh, Director of Scientific Education at the ministry of Education, Culture and Science visited MSM to learn more about MSM's programs, students and activities.

Throughout the day, Dr. Roborgh met with the board of directors, with MBA and MSc students and with the management of the Sustainable Development Center. During the meetings, experiences were exchanged and international themes were discussed.



Ministry of Education, Culture and Science at MSM

MBA 25 Visits the European Commission in Brussels

By Enrico Cicero Eneto - MBA 25 student

On February 27 the MBA25 students had an interesting and enriching experience visiting the European Commission in Brussels, Belgium.

The meeting was delivered in two parts. First, Mr. Andrew Hillman - member of the external speakers' team of the European Commission - gave a general overview of the history of the European Union and talked about the role and functions of the European Institutions; their budget, the planning for the future of Europe and some other interesting insights.

Next to speak was Mr. Sergio Pavon Gonzalez - General Director for Trade of the Unit for Market Access. Mr. Pavon explained the European Market Access Strategy, the general responsibilities of his team and gave an overview of the steps involved in this process. Furthermore, he presented some tools that can be used to analyze export opportunities from developing countries to Europe. Mr. Pavon's interesting speech ended up in a debate regarding the real access opportunities of emerging countries to Europe. Topics like protectionism and aids for development were also discussed. It really felt like being in one of the hearings of the United Nations (Europe, Africa, Asia and Latin America in one room).

After the discussions the MBA25 students had the opportunity to wander around Brussels, go sightseeing and shopping, all the way through the evening when it was time to return to Maastricht.



Sixth annual Corporate Social Responsibility Seminar held at MSM

On March 9, the 6th annual seminar on Corporate Social Responsibility (CSR) was held at MSM. Corporate Social Responsibility and Business Ethics are an integral part of the MBA and Master of Science curriculum. During this annual seminar, MBA and MSc students can engage in discussions with representatives from the international business community. Also three students of the Global Distance MBA were at this CSR seminar.



The morning was dedicated to the MBA students. They prepared and discussed presentations on various CSR topics.

The afternoon was reserved for workshops, where the invited representatives of the business community gave a short presentation on their organization's CSR related activities. Presenters were Mr. van Vliet from Heineken, Mr. Colmer RGR Business Consultants formerly Shell, Mr. Heinsbroek from ING, Mr. Bogaerts from Rabobank International, Mr. Hancock from British Telecom and Mr. van Minderhout from TNT. Students had the opportunity to ask questions to the presenters.

After the workshop sessions the students and presenters gathered in the conference hall for a final plenary discussion. The day was closed with an informal drink in the Business Lounge.

Outreach

MSM and CMC sign collaboration agreement

On February 18, 2009 Maastricht School of Management signed a collaboration agreement with CMC Executive Education of DC Vision.

Mr. Libor Witassek, Managing Partner and Trustee of DC Vision visited MSM in Maastricht to conclude and sign the agreement.

Under this agreement MSM and CMC will jointly deliver an Executive MBA and a Weekend MBA program in Prague. The Executive MBA with specialization in General Strategic Management is planned to start in June and the Weekend MBA focusing on International Business will start in September 2009.



Executive Programs

New series of Outreach executive education programs in Surinam

In close cooperation with the MSM counterpart in Surinam, FHR Lim A Po Institute, three short courses have been implemented in 2008 in the field of Project Management, Organizational Development, and Strategic Management. After implementing and evaluating the first series of courses, four new short courses have been designed in the field of Scenario Building, Innovation, Value Creating Alliances and IT Business Alignment. These courses will start in March 2009 in Surinam.

For more information contact Jeanette Oostijen at oostijen@msm.nl

Refresher Courses 2009 for NFP Alumni

The IPP team prepared several proposals for Refresher Courses in 2009 in cooperation with Netherlands Alumni Associations and partners worldwide. NUFFIC has awarded four courses for implementation in 2009: Philippines (April), India (July), South Africa (August) and Zambia (October).

For more information on these Refresher Courses, please see

<http://www.msm.nl/Programs/Executive-Education/Alumni-Refresher-Courses.aspx>

Bethlehem - Study Visit to the Netherlands April 1 -19

Fifteen Faculty and Staff members from the Bethlehem University/Institute for Community Partnership will be coming to the Netherlands and MSM from April 1 - 19 for a training study visit as part of the Tailor Made Training 'Training of Trainers and Consultants'.

The visit will be a combination of training and exposure in the field of Higher Education practices including visits to CHEPS, (Center for Higher Education Policy Studies), the University Maastricht, TFC (an organization specialized in training videos, multimedia solutions, assessment tools and management games) and NUFFIC.

Topics include: Project Management & Consultancy, Quality Assurance in Higher Education, Enterprising Teaching Methods, Problem Based Learning, Outdoor Training packages, Interactive Training & Teaching and Gender sensitivity in Training & Projects. This study tour has been tailored to the specific needs of this group and includes individual visits of the faculty to colleagues in their specific field such as IT, Mathematics, Nursing, English.

Executive Programs

MSM wins best stand award at Spits Nobiles Masterfair in Utrecht

On February 27 and 28, MSM participated in the Spits Nobiles Masterfair in Utrecht. The fair targeted bachelor students looking for a Masters program either in the Netherlands or abroad. For MSM this was a unique opportunity to promote its Master of Science in Management program which enjoyed a lot of interest.

MSM MSc alumna Ekamma Inanga assisted the MSM staff at the booth with great enthusiasm.

During the fair some "mystery" students visited the booths to evaluate exhibitors on following criteria:

- Look and feel of the booth
- Pro-activeness and enthusiasm of personnel at the booth
- Information provided by personnel at the booth

In the category of standard booths MSM had the honour to receive the winning award.



Open Day at MSM

On March 21, MSM will welcome potential students at its campus. Apart from getting more information on MSM and its programs this day will offer visitors the opportunity to experience the international atmosphere at Maastricht School of Management. Furthermore the candidates will have the chance to discuss the programs in more detail with MSM staff members and get first-hand experiences from current MSM students. For more information about please click

<http://www.msm.nl/Introduction/Events/Latest-Events/MSM-Open-Day.aspx>



MSM at RIUF 2009

In March the MSM team will be present at the 5th edition of the Romanian International University Fair (RIUF) in Romania.

You can meet us in Bucharest on March 14 and 15, and in Timisoara on March 19.

Link...

MSc Plunge at MSM

On May 9, MSM will organize an MSc Plunge. This one-full-day free immersion in International Business will offer potential MSc candidates the possibility to discover the international opportunities at Maastricht School of Management. The students can learn all about the highlights of the program, in order to get a good overview of the contents of the program. [Link to plunge \(events\)](#)

ALUMNI



Alumni Chapter Opening in India

On April 4, MSM will organize, together with Chapter Representative Ms. Priyanka Jayashankar, the first Alumni Gathering in India. During this gathering the official inauguration of the Chapter will take place.

More than 60 MSM alumni confirmed their attendance to the event which will be an interesting reunion of former classmates, MSM staff and faculty. Apart from these attendees, representatives are invited from the business community, the Dutch Embassy in New Delhi and from NGO's and other strategic partners.

[Link to Alumni Chapter opening in India article](#)

First steps towards Alumni Chapter in Ethiopia

In February MSM together with Mr. Abiot Tesseme, MBA 21 alumnus and Coordinator of the Chapter, set the first steps towards the organization of the alumni chapter in Ethiopia.

Ethiopia counts a large number of MSM alumni and Mr. Tesseme is willing to invest his time and experience to bring together these alumni and organize a successful and active alumni chapter.

Becoming an active member of the MSM Alumni Association, alumni have the chance to exchange experiences and opportunities with other professionals in their region. Not only offers a local chapter the possibility to socialize with fellow graduates, moreover it creates an opportunity to enhance the professional network. Registration for the Alumni Chapter in Ethiopia is open. For more information see:

<http://www.msmalumni.nl/Introduction/News/Latest-News/Registration-for-the-Ethiopia-Alumni-Chapter-is-Op.aspx>



Alumni Chapter Opening in Uganda

On March 22, 2009 Maastricht School of Management wil organize together with the Chapter Coordinator Ms. Jannet Opio, Senior Consultant at ACLAIM Africa Ltd and MSM Alumna, the official inauguration of the Alumni Chapter at the Imperial Royal Hotel in Kampala.

More than 50 alumni from Uganda registered for this event. This is a strong group of professionals representing MSM in Uganda and influencing positively the Ugandan society as a whole.

Read more: <http://www.msmalumni.nl/Introduction/News.aspx>

Sustainable Development Center

Round Table Indonesia: Finding opportunities for sustainable economic development

On January 1st, MSM started the multi-annual project Round Table Indonesia (RTI) with Bogor Agricultural University/Institut Pertanian Bogor (IPB).

The goals of this program are twofold. It aims at capacity building in the field of applied research by supporting Indonesian MBA students who examine particular agricultural economic sub-sectors. Their research focuses on developing sound recommendations for enhancing business opportunities in the sub-sectors studied through value chain analysis (research cycle). The second goal of the program, is to generate momentum for sustainable business development in Indonesia by launching joint projects with private sector, public sector and civil society (implementation cycle).

Since ownership and local support of projects are essential for their success, RTI-experts involve potential stakeholders in the development and implementation of these projects. Particular attention is given to such national, sub-national and local organizations as trade associations, chambers of commerce, advisory councils, and knowledge institutes. By organizing round table meetings, RTI further aims at sustaining ownership for projects and creating synergy between RTI initiatives and ongoing activities in the selected countries. The projects may instigate the formation of national or local partnership committees, which may play a pivotal role in enhancing and maintaining an enabling business environment. It is anticipated that the first project proposals will be ready by the beginning of 2011.

Review of a Dutch-Malaysian-Indonesian Public-Private Partnership Program

The Sustainable Development Center is one of the members of the Expert Centre for Sustainable Business and Development Cooperation (ECSAD). Within this cooperation several research projects have been performed.

The newest project is the Review of the WSSD Partnership Program in Asia commissioned by the Ministry of Agriculture, Nature and Food Quality and the Ministry of Foreign Affairs of the Netherlands. Within this project researchers from SDC and ECSAD will analyze the performance of the Dutch-Malaysian-Indonesian partnership program. This public-private partnership program has its origin in the World Summit on Sustainable Development (WSSD) in Johannesburg (2002) after which the Dutch Ministries worked out a framework for partnerships on market access for food and agricultural products.

The WSSD partnership program in Malaysia and Indonesia aims to facilitate market access to the (European) market through capacity building to comply with food safety regulations. Second, attention is drawn to strengthening structures and awareness to contribute to sustainable development, not only with respect to economic issues, but also to social and ecological issues. The review aims at assessing the performance of the WSSD partnership program in order to draw lessons from the partnering experiences in Indonesia, Malaysia and The Netherlands. The review is focusing on:

- Effectiveness of the WSSD partnership program;
- Efficiency of the partnership process;
- Partnership governance;
- Enabling environment for partnerships in Asia.