

2019



Netherlands Enterprise Agency

Netherlands Strategic Program for Energy Executives Training

Introduction

The Netherlands Strategic Program "Energy Executives Training" (EET) is an exchange program for Mexican managers in the energy sector. The program is also open for managers coming from Aruba, Brazil and Curacao. The program offers a combination of a training, in Mexico, and business exposure, in the Netherlands. The objective of the EET program is to encourage cooperation between Mexican, Aruban, Brazilian, Curaçaoan and Dutch parties in the energy sector.

The program deepens the participant's understanding of the unique selling points of the Dutch energy sector and how they could be applied in the energy sector in the target countries. It also strengthens the skills of the participants in successfully developing international business relations, and cooperating with business partners from the Dutch Kingdom in particular.

The 2019 version of EET will focus more on clean energy, renewables, energy efficiency in the industry and the energy transition. Also, we would like to invite managers working in the oil & gas offshore sector, the maritime industry, and those active in port development.

The program is an initiative of the Dutch Ministry of Foreign Affairs together with the Netherlands Enterprise Agency (RVO). GGNI designs and operates the program in cooperation with Energy Delta Institute.

EET is a program of the Dutch Ministry of Foreign Affairs. The program is a result of the MoU that the Netherlands and Mexico signed to encourage the cooperation between the Mexican and Dutch energy sector. The first edition of the program took place in 2017. To date some 40 Mexican managers, working in the energy sector, went through the program. For the 2019 edition of the program the Dutch Ministry of Foreign Affairs also invites managers working in the energy sector in Aruba, Brazil and Curacao.

"For me it has been an enriching experience, both professional and personal, to be part of the EET. My vision has been broadened by learning the system and benefits of the Dutch energy market and the business opportunities for Mexican energy companies."

Claudia García Gutiérrez
Head of Promotion and Development of
Internal Control
Petróleos Mexicanos (PEMEX)





Outline of the program

The program consists of the following phases:

1. registration and selection of candidates;
2. 1-week international business development training in Mexico;
3. Business canvas and matchmaking;
4. 1-week international business development training in the Netherlands;
5. 1 or 2-week business exposure program in the Netherlands:
 - a. an internship program with an energy sector company in the Netherlands;
 - b. a business development program in the Netherlands;
6. prolonged business support.

1. Registration and selection of candidates

Those interested to participate in the programme are asked to fill in the application form.

All applications are reviewed by the involved Embassies, RVO and GGNI. A half an hour interview, by teleconference, in English, could be a part of the review.

Six weeks prior to the start of the training program in Mexico, the applicant is informed on the outcome of the selection procedure.

Dutch organisations, interested in inviting energy managers coming from Aruba, Brazil, Curacao and Mexico to participate in the program, can also directly register their preferred candidates at GGNI, the program operative. These organisations commit themselves to fully facilitate the internship program of their candidates in the Netherlands.

2. International business development training in Mexico

A 1-week program in Mexico, focusing on aspects related on personal development and on doing business in an international setting and in the Netherlands specifically:

- Corporate Social Responsibility, HSE and local capacity/content development;
- Unique Selling Points of the Dutch energy sector;
- identifying opportunities in the energy sector in the target countries and business development;
- presenting the participants' organisation and business proposals in the Netherlands;
- international Human Resource Management;
- the experience of Dutch companies working in the region, e.g. Boskalis, DAMEN, iPS, Shell, Van Oord and Vopak.

3. Business canvas and matchmaking

During the registration and selection phase, a start is made with matching your business goals with interested business partners in the Netherlands. During the international business development training program in Mexico, your needs and preferences are gauged in more detail, to help focus efforts. The participants are updated on the progress continuously.

"Being a participant in EET, it allowed me to identify potential areas of collaboration between Academy, Industry, Government and the Netherlands. It also provided insight of the state of the art in green energies, public policy and organization and project design. For 2019 we already selected three potential projects that aim to develop the Netherlands – Mexico cooperation while establishing top facilities that will allow future users to familiarize with new technologies."

Carlos Moles
Coordinator of Technological Services
National Autonomous University of Mexico (UNAM)





4. International business development training in the Netherlands

A 1-week program in the Netherlands. Introduction of new subjects and elaborating on some of the subjects discussed earlier. In addition, the training provides direct exposure to Dutch business through field visits and presentations by Dutch companies and entrepreneurs:

- visits to energy business development centres in the Netherlands;
- creating business ventures;
- balancing the role of traditional and energy sources;
- the Dutch energy market and the role of the European Union;
- the experience of South Americans working in the Netherlands;
- identify three major business opportunities for the participants' organisation.

Ample time is spent on cross- and business cultural aspects, with an emphasis on traditions and customs in the Dutch (business) community to make sure that participants' traineeship, or their business development visits, meet expectations.

5. Business exposure program in the Netherlands

The objective of EET is that participants feel comfortable in doing business in an international setting and with Dutch companies in particular. To test the competences gained, the 1-week training program is immediately followed up by a business exposure program in the Netherlands.

Participants chose either for a traineeship in a Dutch company or for a program regarding business development visits in the Netherlands.

a. Internship program

Participants invited and registered by a Dutch organisation will be hosted by this organisation. The host organisation will organise an internship program and will provide the participant with full board and lodging, and domestic travel.

For participants who applied to participate in the EET program and have chosen for an internship program, and are not directly invited by a Dutch company, GGNI will coordinate the matchmaking. Best endeavours will be given to find these participants a host company that suits their business needs. Ultimately, the host company will organise the participants' internship program and will provide the participant with full board and lodging and domestic travel.

If, despite best endeavours, no host company can be found, the participant may opt to join the program of business development visits in the Netherlands.

b. Business development visits

During the program of business development, the participant will join a program that aims at sharing or exchanging leads to business opportunity and business ideas.

Participants meet Dutch companies and entrepreneurs interested in jointly developing energy business opportunities.

Participants joining the program of business development visits pay for their board, lodging and travel in the Netherlands themselves.

"I had unlimited opportunities to develop my skills and knowledge through guest lecturers and experts from the industry, the Energy Delta Institute, GGNI and successful Dutch companies. This meant I received the best international practices and the most up-to-date information and broadened my business perspective."

Jorge Eduardo Sánchez Vivas
Graduate





6. Prolonged Business Support

During the program, each participant is asked to select 3 business opportunities. By coaching, participants and alumni are supported in turning business opportunities into real business.

Profile of participants

EET participants are managers active in the energy sector, age 28 to 40 and at least 3 years of management experience. Graduated from an institution for higher education and mastering the English language well. They are employed by mainly indigenously owned organisations. Their ambition is to develop business cooperation with Dutch counterparts.

The program is also open to managers working in the public sector (civil servants). Up to 2 places are available. The number of participants for the program is limited to 20: 15 from Mexico and 5 from Aruba, Brazil and Curacao.

Financial arrangements

1. 1-week training program in Mexico

For participants that need to stay overnight, board and lodging -excluding drinks- is organised and paid by the Dutch government, through the program operative, for a maximum of 5 nights.

Participants commuting between between their home residence and the training venue organise and pay for their own domestic travel.

Participants from Aruba, Brazil and Curaçao organise and pay their own (air) travel between their home residence and the training venue/hotel venue in Mexico City.

2. 1-week training program in the Netherlands

For participants that need to stay overnight, board and lodging -excluding drinks- is organised and paid by the Dutch government, through the program operative, for a maximum of 5 nights.

Commuting between the hotel venue and the training venues is organised and paid by the Dutch government.

Participants organise and pay their own travel between their home residence and the hotel venue in the Netherlands.

3. Internship period in the Netherlands

Board, lodging and domestic travel are organised and paid by the host company.

4. Business Development program in the Netherlands

The Dutch government, has the program operative, organise board and lodging.

For travelling between hotel and business venue public transport will be used.

Participants pay their own board and lodging.

Participants pay their own travel between the hotel and business venues.

"EET was an amazing experience. Before, I could not imagine what it was like to walk into Shell's headquarters, go through The Hague in your way to Dutch Ministries or see Rotterdam Port raising above the powerful sea. It is surprising how much the Netherlands has to offer and how keen the Dutch are to work with Mexicans. As a government participant, EET was a great opportunity to learn about Dutch policies and their way of doing business. Moreover, sharing these experiences with other colleagues from Mexico and the Netherlands created stronger bonds between companies and government officials."

Paulina Coronel
Director of Strategy and Organisation in
the Investor Relation Office
Secretaría de Energía, México





Leadership, lecturers & Program

A brief and insight in the program and introduction to the lecturers.



Dr. Volko de Jong, EET program director

Volko is Managing Partner at GGNI. He leads business development initiatives worldwide. He was the first director and founder of the Energy Delta Institute, a Gasunie, Shell and Gazprom initiative. He developed energy executive business programs with Oxford IES, Skolkovo Moscow and ESMT Berlin. He is coaching Start-ups at EnergyVenturelab of the University of Groningen.

Huib van Haelen, EET project manager

Huib is managing partner at GGNI. He leads business development initiatives worldwide. He is business coach at EnergyVenturelab of the University of Groningen.

He held leading positions in Shell and PetroCanada, was envoy for Gasunie in the Nord Stream, GNE and Skanled projects, and Technical Director at offshore pipelay contractor Allseas.



Professor Dr. Catrinus Jepma, lecturer

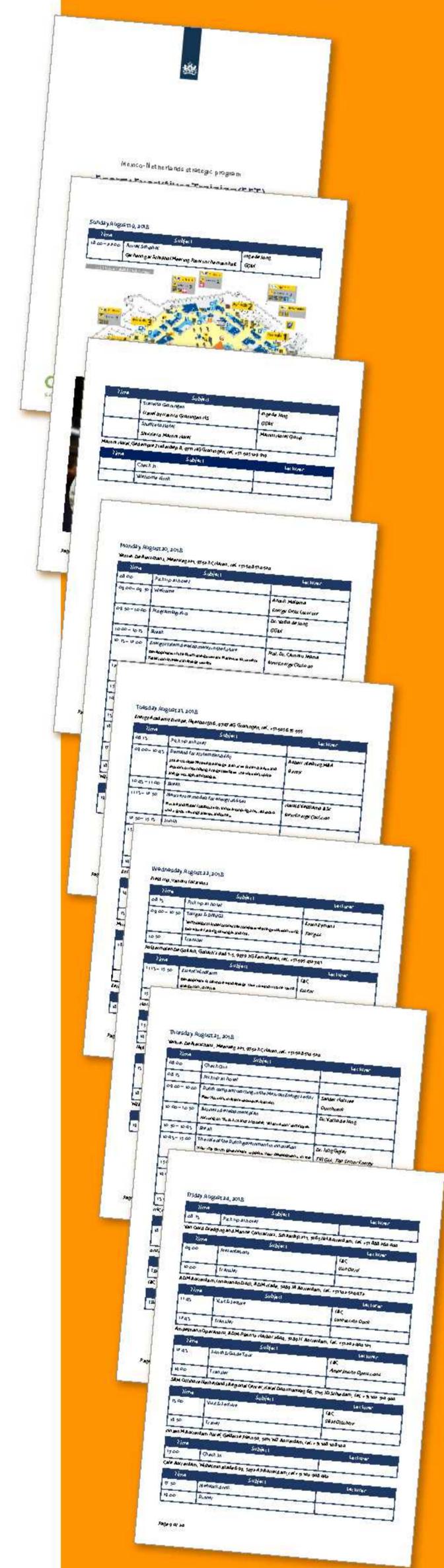
Professor Jepma lectures Energy and Sustainability at the University of Groningen. He has long-term experience in lecturing and research. His field of expertise is energy policy and markets, and energy efficiency measures and -technologies. He is listed as an author of over fifty publications. He guides policy makers and project developers in the field of amongst others alternative energy sources.

Pieter Kapteijn MSc, speaker

Pieter kapteijn is an oil & gas professional with an impressive international experience collected while working for Shell, Maersk Oil and Sierra Oil.

He has an impressive track record of successful value generation from innovative concepts and technologies such as Smart Wells/Fields and advanced asset management/IOR/EOR.

Pieter is CEO of Trigen Energy.





Schedule

Activity	Duration	When
Registration & Selection candidates		February-March 2019
Notification to candidates		Mid April 2019
Training in Mexico	1 week	June 17-21, 2019
Matchmaking		February-August 2019
Training in the Netherlands	1 week	September 23-27, 2019
Business Exposure program		Starting September 30, 2019
Offshore Energy, Amsterdam		October 7-9, 2019

How to apply

Do you wish to register for the Energy Executive Training programme please fill in the registration form and send it to the respective representatives of the Kingdom of the Netherlands in your country.

Information

For more information, please contact:

Netherlands Enterprise Agency (RVO)

Ms. Esther Valstar
 Ms. Cindy Mooiweer
 P.O. Box 93144
 2509 AC THE HAGUE
 The Netherlands
 Phone: +31 880 421 383
 +31 880 421 348
 E-mail: io@rvo.nl

Aruba

Candidates from Aruba are kindly asked to send their application by email to the Department of Economic Affairs, Commerce and Industry, Aruba.

Department of Economic Affairs, Commerce & Industry, Aruba
 Mrs. Zulema Dabian-Erasmus
 L.G. Smith Blvd. 160
 Sun Plaza
 Aruba
 Phone: +297 5212419
 E-mail: z.dabian-erasmus@arubaeconomicaffairs.aw

"Mexico-EU commercial activities have been on the rise from the past years, especially since the Trump administration. However, the relationship between Mexico and Netherlands is not as popular as the ones with Germany, or UK, which is a pity due to the impressive business potential not only in the Dutch hydrocarbon sector, but with the emerging cleantech solutions as well. Here is where the EET program has a great value, it opens the door to a bundle of unexplored business opportunities. I strongly recommend the EET program as an eye opener for business developers willing to dive into the Dutch energy sector, and also, being part of the EET community, provides access to a long-term platform to scan new business opportunities."

Rafael Carmona
 CTO / Principal, Business Development
 GreenMomentum





Brazil

Candidates from Brazil are kindly asked to send their application by email to the Consulate-General of the Kingdom of the Netherlands in Rio de Janeiro.

Consulate-General of the Kingdom of the Netherlands, Rio de Janeiro – Brazil

Mr. Micha Schijlen

Avenida Ataulfo de Paiva, 204 - 6 andar

22440-033 - Rio de Janeiro

Brazil

Phone: +55 21 2157-5400

+55 21 2157-5409

E-mail: rio@minbuza.nl

micha.schijlen@minbuza.nl

Curaçao

Candidates from Curacao are kindly asked to send their application by email to the Ministry of Economic Development of Curacao.

Ministry of Economic Development of Curacao

Mrs. Shereeta Ramcharan

Pletterijweg, 5th floor

Willemstad

Curacao

Phone: +599 9462 1444 #181

E-mail: shereeta.ramcharan@gobiernu.cw

Mexico

Candidates from Mexico are kindly asked to send their application by email to the Embassy of the Kingdom of the Netherlands, Mexico City.

Embassy of the Kingdom of the Netherlands, Mexico City

Ms. Simone Landhuis

Volcan 150, Qubica, Lomas de Chapultepec,

Mexico-City

México

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