



\* 20 April Rhineland capitalism in times of crisis  
economy: rethinking the Rhineland model

\* 15 May

\* 14 May Towards a more social European market  
Morality in the boardroom: lessons to be learned

## Invitation

The debate on the future of capitalism is livelier than ever. The global financial crisis has triggered renewed interest in the German and Dutch economic tradition, commonly referred to as the Rhineland or Rhenish model. Can the experiences of these two countries provide a starting point for rethinking European capitalism?

You are cordially invited to participate in three conferences on 'Market and Morality' this spring. The conferences explore the political, managerial and socio-economic aspects of a European future for Rhenish capitalism.

We are proud to present a number of distinguished speakers from both Germany and the Netherlands. As a participant we ask you to engage in the discussions together with and in response to politicians, leading business executives and academics.

Admission is free, but registration for each of the conferences is required. Please visit our website for registration, more information and the complete programme.

[www.marktenmoraal.nl](http://www.marktenmoraal.nl)  
[www.marketandmorality.eu](http://www.marketandmorality.eu)  
[www.marktundmoral.de](http://www.marktundmoral.de)

Organised by Duitsland Instituut Amsterdam (DIA), Goethe-Institut Niederlande, Montesquieu Instituut and the Galan Groep. Supported by the Europafonds of the Ministerie van Buitenlandse Zaken.

# Programme

## ■ Rhineland capitalism in times of crisis

Monday 20 April 2009, 13.30 - Nieuwe Kerk, The Hague

The global economic crisis has triggered a lively debate on the future of capitalism. Increasingly, the merits and drawbacks of the opposing Rhenish and Anglo-Saxon models of capitalism are under scrutiny. The recent economic meltdown draws attention to a number of important questions: what are the responsibilities for stakeholders, shareholders, and the state concerning their conduct in the marketplace? And how do these actors respond to the new economic reality?

With, among others, **Kurt Biedenkopf**, former Prime Minister of the Free State of Saxony, **Donald Kalff**, CEO of Immpact and advisor to Roland Berger and **Laurens Jan Brinkhorst**, former Minister of Trade and Industry.

## ■ Towards a more social European market economy: rethinking the Rhineland model

Thursday 14 May 2009, 14.00 - Eerste Kamer, The Hague

For the past 60 years, the German and Dutch economic models have been characterised as the Rhenish model. In the last few years, both countries have imported elements from the Anglo-Saxon model. Now that the severe consequences of the financial crisis are being felt all across Europe, these combined experiences may provide a starting point for a European future with a better balance between market and morality.

With **Jürgen Rüttgers**, Prime Minister of North Rhine-Westphalia and **Alexander Rinnooy Kan**, chairman of the Social and Economic Council of the Netherlands (SER).

After the meeting, participants are cordially invited to a reception at the residence of the German ambassador **Thomas Läufer** (Lange Vijverberg 8, The Hague).

## ■ Morality in the boardroom: lessons to be learned from the crisis

Friday 15 May 2009, 15.00 - Beurs van Berlage, Amsterdam

Leading business executives and entrepreneurs are confronted with the conflicting relationship between market practices and morality on a daily basis. We can learn a great deal from their experiences. How do European businesses distinguish themselves in the global economy? How is the European way of doing business affected by market deregulation, by an increased orientation towards shareholders, by globalisation, and by the current recession? Can members of the board still listen to their moral conscience?

With, among others, **Ben Noteboom** (CEO of Randstad), **Kees van Lede** (chairman of the supervisory board of Heineken and Sara Lee International), **Rudy Stroink** (CEO of TCN) and **Monika Milz** (Director Communication at Rabobank).



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