



*Peggy De Rop - Creator of the Dutcham Orange Academy*

***First of all, congratulations with the Award of “Best Business School Partnership” for the Dutcham Orange Academy together with the Rotterdam School of Management, Erasmus University (RSM). A nice achievement and great recognition for the Dutch Brazilian Chamber of Commerce (Dutcham) in Brazil.***

Indeed, as a team we are very happy and proud to win this Award with the Dutcham Orange Academy. Last year we already understood at the first edition that this program for young, promising professionals was highly appreciated by our Dutch companies in Brazil as well as by the participants.

Interview  
**Peggy De Rop**

## ***INTERNATIONAL AWARD FOR THE DUTCHAM ORANGE ACADEMY***

Last Friday, December 9, the prestigious "AMBA & BGA Excellence Awards" were presented at a gala event in London. An annual initiative of the Association of MBAs and Business Graduates Association (AMBA & BGA) - the world's leading authority on management education. Dutcham and their partner, the Rotterdam School of Management, Erasmus University (RSM), received the Excellence Award in the category "Best Business School Partnership 2022" for the Dutcham Orange Academy. An important recognition for the strategic cooperation between the Dutch Chamber of Commerce in Brazil and the university in the Netherlands.

But this year for the second edition, we clearly had the ambition to raise the bar and make the Academy even more impactful. Given this international recognition by AMBA/BGA, it seems that we have not missed our target.



**ORANGE  
ACADEMY**  
share, learn and grow



*Award received during the Gala Diner by Sue Martin, Director Corporate & Alumni Relations RSM (on the right)*

**There are a lot of leadership programs, and most of the companies have their internal trainings. Then why this talent program at Dutcham?**

Indeed, many of the organizations within the Dutch business community have their own internal - often global - people development programs. "Education, investing in people and driving talents for the future", it is clearly in the DNA of the Dutch corporate culture. We understand the need to develop young talents, how important it is to inspire them and give them real purpose in their working life. Especially in Brazil, where education in general remains a challenge, we believe that our companies also have a role to play. As Chamber, we strengthen the individual efforts of our companies, facilitate interaction among organizations & business professionals and furthermore promote the overall positive image of "working for the Dutch". Because it's true, "working for the Dutch is fun," says a Belgian. (smile)

## **What differentiates the Orange Academy and makes it so successful?**

Personally, I believe that the key to the success of the Dutcham Orange Academy is the great collaboration between corporate and academia. We understand that the needs and requirements to develop our "leaders of tomorrow" have changed. Leadership is no longer being a good manager; it is much more about being an inspirational leader. With the Rotterdam School of Management, Erasmus University (RSM), we have found the perfect partner to help us drive this change of mindset in companies toward leadership development. Thanks to their expertise over nearly 50 years as one of Europe's most international and innovative business schools, we have been able to create together a fantastic 8-week learning program facilitated by professors, academics, and senior business leaders. During the program we covered various topics, not only the typical leadership skills, but also strategic ones such as D&I, sustainability, new corporate culture, and personal branding. In addition, the Academy provided an important touch of "Holland" to these youngsters working in Brazil. Key learnings for all the "new leaders of tomorrow" - and possible future CEOs of our Dutch companies in Brazil.



*Peggy is Belgian, studied Business Economy at HUB-KUBrussels and obtained a graduate degree in Marketing. She worked in the corporate environment for over 20 years, in various positions including Field Sales Manager,*

*HR Manager Europe and General Manager Benelux. She has built up more than 8 years of experience within a Chamber of Commerce, first in Singapore as President of the Belgian Chamber (BLCC) and active member of the Board of Directors at the European Chamber (Eurocham). Since 2018 she has been the Managing Director of Dutcham in Brazil.*



***How did the participants, the young talents, experienced this learning journey.***

It was great to see so much positive vibes, enthusiasm, and motivation from the participants. Not only because of the content of the program, but especially because of the opportunity to 'learn, share and grow' together with colleagues from other companies.

**Will there be a new Orange Academy in 2023?**

Well, I believe that with all the enthusiasm of the previous editions, there is no doubt that we will have to organize a new Dutcham Orange Academy in 2023, right? (smile)

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***"Leadership is no longer being a good manager; it is much more about being an inspirational leader."***

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In each Academy we had a very diverse group of young Brazilians, men and women, with different backgrounds, from different industries but with the same goal: to grow together. They also saw "The Case", their graduation project on the 17 SGDs (Sustainable Development Goals), as a real challenge and an excellent opportunity to reveal their personal vision of the future. This graduation competition was not just about winning the trip to the Netherlands, it was much more about being able to open the debate with our current CEOs and business leaders of the Dutch companies in Brazil on important topics such as corporate social responsibility.

In fact, we already have some members who have started to select their internal candidate for next year's edition. It is amazing to see how this project became a strategic event within our Chamber and how both companies and young professionals are committed to being part of it.

It makes me feel incredibly proud of what we have achieved together as a team and I am very grateful for the opportunity we have been given thanks to the support of our Dutcham members and our partner the Rotterdam School of Management, Erasmus University (RSM).

We are fully ready for a new Orange Academy in 2023!