

# MAGAZINE

October 2024



## EXPLORING THE NETHERLANDS

Discover the experiences and tours from the Talent Trip 2024



Click to see the  
Talent Trip aftermovie



02

OPENING WORD

03

Interview  
VAN OORD OFFICE  
Rodrigo Galindo

06

Interview  
FUTURELAND &  
PORT OF ROTTERDAM  
Elias Oliveira

09

Interview  
Rotterdam School of  
Management (RSM)  
Juliana Maeda

12

Interview  
THE DELTA WORKS  
& TOPSHUIS  
Marcos Tavares

15

Interview  
THE DELTA EXPERIENCE  
Patrícia Cunha

18

Interview  
IHE DELFT INSTITUTE  
Bruno Oliveira

21

Interview  
MINISTRY OF FOREIGN  
AFFAIRS  
Marcela Pereira

24

Interview  
BRAZILIAN EMBASSY  
Ana Luísa Fucci

28

Interview  
HEINEKEN FACTORY  
Daniela Dauar

31

Interview  
RIJKSMUSEUM  
Lucas Avelino

Perhaps no need to introduce our Award-winning talent program, the **Dutcham Orange Academy**. An annual event that became one of our flagships, where we bring together promising young professionals from our Dutch companies for 8 weeks to share, learn and grow together. A program in collaboration with our partner the Rotterdam School of Management (RSM, Erasmus University Rotterdam), in which top professors prepare our "leaders of tomorrow" in areas such as strategy, finance, emotional intelligence and AI.

Our participants not only have the opportunity to develop themselves, but also to give their vision on crucial themes such as sustainability via the meanwhile famous "**Case Challenge**". In small teams of 5 talents, they work on a Case that is presented to a professional jury during the Graduation. The winning group not only takes home the honor, but also a **ticket for an amazing discovery trip to the Netherlands**. Every two years we take the winning teams from the current and the previous year on a trip.

In September, the time had finally come: 10 talents had the unique opportunity to fly with KLM to the Netherlands - for many, the very first time traveling outside Brazil. That it was certainly not a "holiday" trip is clear from the program fully packed with site & company visits, round tables and exclusive meetings. Five intense days from Rotterdam to Vlissingen, back via Delft to The Hague and finally Amsterdam. **A 360° Dutch experience - even the weather was typically Dutch ;-)** In this Magazine you will get a glimpse behind the scenes of this week full of unforgettable experiences for life.

Allow me to thank all our partners in the Netherlands for their important contribution to this trip: Port of Rotterdam, Delta Works, Van Oord, Metrixlab, Heineken, IHE Delft, the Rotterdam School of Management (RSM), Ministry of Foreign Affairs and the Brazilian Ambassador to the Netherlands. A special word of thanks as well to the team of **KLM for allowing us to travel so well**.

Finally my sincere appreciation to my dear colleague Camila; thank you for being my co-pilot in all aspects. Your support and especially unstoppable enthusiasm and optimism made this trip a real success.

The Netherlands, see you in 2026 for a new Talent Trip!

**Peggy De Rop**





## VAN OORD OFFICE

INTERVIEW WITH RODRIGO GALINDO  
(METRIXLAB) - WINNER ORANGE ACADEMY 2023

## VAN OORD OFFICE

Van Oord is a Dutch-based international contractor known for its expertise in dredging, offshore energy, and marine infrastructure. Founded in 1868, the company has grown into a global leader in its field, providing innovative solutions to complex marine challenges. Van Oord specializes in projects related to land reclamation, coastal defense, and port development, as well as constructing offshore wind farms and subsea infrastructure for the oil and gas industry.

With a strong focus on sustainability, Van Oord works to protect vulnerable coastlines, enhance renewable energy sources, and contribute to the global fight against climate change. Their projects are spread across the globe, making significant impacts in areas ranging from Europe and Asia to Africa and the Americas. Van Oord's commitment to innovation, safety, and environmental stewardship has positioned them as a key player in shaping the future of marine and offshore engineering.



*Van Oord Headquarters Rotterdam*

*What were your main takeaways from the meeting at the Van Oord office?*

The meeting at Van Oord was a real eye-opener. I was impressed by their forward-thinking approach to offshore engineering, especially in renewable energy like offshore wind farms. They're not just focusing on completing projects but doing so sustainably and efficiently, which really stood out.

*How did the visit to Van Oord influence your perception of offshore engineering and dredging?*

After the visit, I've got a much deeper appreciation for the complexity and importance of offshore engineering. It's not just about moving earth; it's about protecting coastlines, creating new land, and supporting industries like energy. I now see dredging as a crucial part of these massive projects, especially in how it supports environmental protection.

*Were there any specific projects or innovations you found particularly impressive during the tour?*

Reclaiming land from the sea and doing it in a way that works with nature. Their offshore wind projects, like Gemini, were also impressive, showcasing how technology and sustainability can go hand-in-hand.

*What is your overall perception of how the Netherlands approaches water management?*

Dutch were leaders in water management, but seeing it firsthand really drove home how much they excel in this area. What struck me most was how they embrace water, using it as an opportunity rather than just a threat, blending engineering with natural solutions.

*What insights did you gain about the importance of offshore engineering from your visit?*

Visiting Van Oord made me realize just how crucial offshore engineering is, not just for coastal protection, but for the future of cities and renewable energy. It's clear that these projects will be central to tackling climate challenges and supporting future energy needs.

*Share your personal experience from the trip with us and your overall impression of the Netherlands. What stood out to you the most during your visit?*

Inspired by their innovative spirit and practical solutions to managing water and how they integrate nature with technology, turning potential problems into opportunities for growth and sustainability.

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**Visiting Van Oord made me realize just how crucial offshore engineering is, not just for coastal protection, but for the future of cities.**



*Hosted by Tim Helbo (Area Director Americas)  
at Van Oord Dredging & Infra*



*Hosted by Corne Hulst (Commercial Manager) and Matthijs Pepeerkorn (Business Manager) at Port of Rotterdam International*



## FUTURELAND & PORT OF ROTTERDAM

INTERVIEW WITH ELIAS DE OLIVEIRA  
(SHELL) - WINNER ORANGE ACADEMY 2024

## **FUTURELAND & PORT OF ROTTERDAM**

FutureLand is a visitor center located at the Port of Rotterdam, one of the largest and most advanced ports in the world. This interactive center offers visitors a unique insight through interactive exhibits, multimedia displays, and guided tours, showcasing the cutting-edge technology and sustainable innovations that drive the port's operations, including its role in global trade and its focus on automation and green energy solutions.

The Port of Rotterdam itself is a vital hub for international commerce, handling millions of containers and goods annually. It is a crucial gateway for goods entering Europe and has a reputation for being at the forefront of maritime innovation. The port's infrastructure supports a variety of industries, including logistics and renewable energy, making it an economic powerhouse not just for the Netherlands, but for Europe as a whole.

*FutureLand showcase the importance of innovation and sustainability in port operation. What aspects of the port's infrastructure or logistics were most surprising for you during the walking tour on the construction site?*

The sheer scale and automation of the port's operations were astonishing. The use of automated cranes and vehicles to handle containers with precision and efficiency was particularly impressive.



*Did you previously know what Futureland was? Did it attend your expectations?*

Before visiting, I had no idea of where we're going to do there. I didn't know FutureLand was an interactive information center about the Port of Rotterdam. The visit exceeded my expectations by providing hands-on experience with the latest technologies and innovations.



*How did seeing the Port of Rotterdam firsthand change your understanding of its role in global logistics?*

Seeing the Port of Rotterdam firsthand highlighted its critical role as a global logistics hub. The port's ability to handle massive volumes of cargo efficiently and its strategic location connecting Europe to the rest of the world became much clearer.

*How did the scale and efficiency of the Port of Rotterdam compare to your expectations?*

The scale of the port was beyond what I had imagined. The efficiency with which the port operates, thanks to advanced technology and streamlined processes, was remarkable and exceeded my expectations by far.

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**My trip to the Netherlands was enlightening and inspiring. I never thought that by visiting places such as Port of Rotterdam, Tophuis and IHE Delft, I would be much more thrilled to foster innovation and sustainability back in Brazil.**



*How did the experience of visiting Futureland and The Port of Rotterdam influence your perspective on the importance of innovation?*

Visiting FutureLand and the Port of Rotterdam underscored the importance of continuous innovation in maintaining a competitive edge in global logistics.

*Share your personal experience from the trip and your overall impression of the Netherlands. What stood out to you the most during your visit?*

My trip to the Netherlands was enlightening and inspiring. I've been to The Netherlands a few times but never thought by visiting places such as Port of Rotterdam, Tophuis and IHE Delft, I would be much more thrilled to foster innovation and sustainability back in Brazil.





*Hosted by Richard Hageman (COO) and Martijn Rademakers & Hans Go (Professors) at RSM*



## RSM - ROTTERDAM SCHOOL OF MANAGEMENT

INTERVIEW WITH JULIANA MAEDA  
(DSM-FIRMENICH) - WINNER ORANGE ACADEMY 2023

## ROTTERDAM SCHOOL OF MANAGEMENT (RSM)

RSM - the Rotterdam School of Management, part of and located inside the Erasmus University, is one of Europe's leading business schools, renowned for its research, innovative teaching methods, and strong ties with the global business community.

Consistently ranked among the top business schools worldwide, RSM is particularly known for its MBA and executive education programs.

RSM prepares students to navigate the complex challenges of the modern business world. The school emphasizes the importance of global perspectives and is offering students opportunities to further engage in international exchanges, internships, and collaborative projects with businesses around the world.

Since the launch of the Orange Academy, RSM has been the partner in developing the strong content of the program, aimed at developing our leaders of tomorrow, as well as delivering top professors to animate all the online sessions.



*Hans Go & Martijn Rademakers (Professors at RSM)*

*What was your overall impression of Erasmus University's academic environment and campus?*

My overall impression of Erasmus University's academic environment was one of openness and intellectual rigor. The campus is modern and well-equipped, creating an atmosphere that encourages not only collaboration but also high-level discussions. There is a strong sense of openness for engaging in meaningful debates, fostering both academic inquiry and practical application of knowledge.

*You had the opportunity to meet and engage with two professors from the Orange Academy. How was the experience of meeting the speakers that you previously only knew online?*

Meeting the professors in person was a great experience. It allowed for deeper, more spontaneous conversations, and the opportunity to discuss real-world applications of the topics they had presented online, bringing more context and relevance to their expertise.

*Were there any specific topics or part of the visit that stood out to you during your visit?*

A key highlight was the discussion about the importance of being a generalist or a specialist in today's professional landscape. We also had the opportunity to dive into real-world problems faced by our companies and explore how the professors' teachings could be applied to address these challenges, making the discussions even more practical and impactful.

*How do you believe the experience of visiting Erasmus University and learning from its professors will influence your career development and broaden your professional perspective?*

The visit to Erasmus University gave me valuable insights on how to approach strategic challenges with a more holistic mindset. It reinforced the importance of aligning business objectives with long-term goals while remaining adaptable to market shifts.



*Richard Hageman (COO) at RSM*

*Did the visit to Erasmus University inspire any new ideas or approaches you'd like to implement in your career or studies?*

Yes, the visit inspired me to explore how a more flexible, generalist approach can be combined with specialized expertise. The discussions emphasized the value of being able to adapt to diverse challenges while maintaining a clear strategic focus, which is something I plan to incorporate more into my work moving forward.

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**The visit to Erasmus University gave me valuable insights on how to approach strategic challenges with a more holistic mindset.**

*Share your personal experience from the trip and your overall impression of the Netherlands. What stood out to you the most during your visit?*

My trip to the Netherlands was inspiring both professionally and personally. The country impressed me with its strong focus on innovation, particularly in water management.

The highlight of the trip for me was our visit to the Delta Project (Neeltje Jans), which left a lasting impression on me due to its scale and ingenuity.



## TOPSHUIS & THE DELTA WORKS

INTERVIEW WITH MARCOS TAVARES  
(ABN AMRO) - WINNER ORANGE ACADEMY 2023

## TOPSHUIS & THE DELTA WORKS

At Topshuis, located on the artificial island of Neeltje Jans, visitors can explore interactive exhibits and detailed multimedia presentations about the Delta Works. It offers insight into the construction, innovation, and ongoing maintenance of the structures that form the heart of this water defense system.

The centerpiece of the Delta Works is the Oosterscheldekering, a massive storm surge barrier that can be closed during severe weather to prevent flooding, without completely disrupting the delicate ecosystems of the estuaries. The project, which was initiated after the devastating North Sea Flood of 1953, continues to evolve, incorporating the latest technologies and climate adaptation strategies to ensure long-term protection.

The Delta Works is a testament to Dutch ingenuity and their proactive approach to water control, marking a significant achievement in the field of civil engineering.



*How did visiting Topshuis enhance your understanding of the Delta Works and flood defense systems?*

It is important to say that many people have no idea about the Delta Project. I was one of them. It's really sad that Holland faced a very similar disaster like Brazil faces last year. 40 years of hard work, and now, they have the completely control of the situation, proving that every life matters.

*What impressed you most about the engineering behind Topshuis and its role in water management?*

I was quite impressed with the level of the project, its duration and cohesion. There are so many companies and people involved in solving a problem. The Netherlands did their homework, focused on their problems, and with them mapped out, they can finally create action plans.

*Did you know previously about the Netherlands' struggle with water-related challenges? How did learning about the historical context impact your view on modern flood prevention strategies?*

Learning about the historical context, such as the devastating floods and the country's innovative use of dikes and canals, has deepened my appreciation for the advanced flood prevention strategies used today. The Netherlands' proactive approach, shows how past experiences have shaped modern solutions that prioritize resilience and sustainability. We need to keep connected, finding opportunities between Brazil and The Netherlands to solve our problems. Both countries have a lot to share, in terms of knowledge and technology.

*How did visiting The Delta Works impacted your view on dutch innovation and what was the most memorable or impactful part of your experience?*

Dutch Government doesn't skimp it comes to solving problems and saving lives. The energy, time and money spent really left me very impacted.



*Did your visit provide new insights into the importance of collaboration between engineers, environmentalists, and policymakers in water management?*

During the development of our project, we noticed that the secret to solving global problems only occurs through joining forces. The trip to the Netherlands was transformative. I feel honored to have had the privilege of attending to an agenda built in such a meticulous and personalized way for us. My expectations were exceeded and now, I'm feeling ready to continue working to solve water issues in my country and abroad.

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**My expectations were exceeded and now, I'm feeling ready to continue working to solve water issues in my country and abroad.**

*What stood out to you the most during your visit?*

For me, the visits to IHE and the University of Rotterdam were the highlights. Having access to all of this knowledge is something I will never forget.



## THE DELTA EXPERIENCE

INTERVIEW WITH PATRICIA CUNHA  
(DE HEUS) - WINNER ORANGE ACADEMY 2024

## THE DELTA EXPERIENCE

The Delta Experience is an immersive, multimedia attraction located at Neeltje Jans in the Delta Works, designed to educate visitors about the catastrophic North Sea Flood of 1953 and the impressive engineering behind the Delta Works that followed.

Through dynamic 3D visuals, sound effects, and storytelling, the Delta Experience transports visitors back to the night of the flood, offering a vivid portrayal of the devastation that led to the creation of the Delta Works.

This interactive experience not only recounts the history but also emphasizes the ongoing importance of flood protection and water management in the Netherlands. It highlights how innovative engineering has shaped the country's approach to living with water, showcasing the Delta Works as a critical solution to rising sea levels and climate change.

The Delta Experience provides a powerful, educational insight into both the human impact of natural disasters and the remarkable feats of engineering that ensure the safety of future generations.



*How did The Delta Works broaden your understanding of water management in the Netherlands?*

The Delta Works showed me how a nation can rebuild itself after a tragedy by implementing innovative water management solutions. I was impressed by the long-term planning and the commitment to creating an infrastructure capable of protecting the country from future natural threats, which led me to reflect on the importance of preventive policies in Brazil as well.

*Which part of The Delta Experience presentation was most engaging or informative for you?*

Seeing all the facilities and understanding the efforts involved in the construction and operation of the Delta greatly broadened my view of the Dutch people's social responsibility with their history and the 1953 tragedy. The way the country transformed this event into a continuous learning point was extremely impactful.



*How did learning about the Delta Works' history affected your perspective on the importance innovation when tackling natural challenges?*

Learning about the history of the Delta Works reinforced for me that innovation and resilience are crucial when addressing natural disasters. The Dutch people's ability to turn a catastrophe into an opportunity to reinvent their relationship with water is a valuable lesson for any nation, especially in times of climate change.

*How did the visit emotionally impact you, considering the importance of the Delta Works in protecting the country?*

The visit impacted me deeply, especially seeing the stories and memories preserved in the museum of the 1953 tragedy. It was inevitable to draw a connection with the recent tragedies in Rio Grande do Sul. Knowing there are successful examples of overcoming such challenges brought me hope and inspiration.

*How has your visit to the Delta Works influenced your view on global prevention of natural disasters and climate adaptation?*

My perspective was completely transformed. I realized that success in disaster prevention and climate adaptation depends on a collective approach and a strong sense of social responsibility. The Dutch commitment to sustainable solutions made me reconsider the need for more assertive initiatives in other countries, including Brazil.

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**The visit impacted me deeply.**

**It was inevitable to draw a connection with the recent tragedies in Rio Grande do Sul. Knowing there are successful examples of overcoming such challenges brought me hope and inspiration.**

*Share your personal experience from the trip with us and your overall impression of the Netherlands. What stood out to you the most during your visit?*

Inspired by their innovative spirit and practical solutions to managing water and how they integrate nature with technology, turning potential problems into opportunities for growth and sustainability.



*Hosted by Leon Hermans (Associate Professor), Pieter van der Zaag (Professor) and Jonatan Godinez (Postdoctoral Researcher) at IHE Delft*



## IHE DELFT INSTITUTE

INTERVIEW WITH BRUNO LENZ  
(HEINEKEN) - WINNER ORANGE ACADEMY 2024

## ***IHE DELFT***

IHE Delft - Institute for Water Education is a top renowned international institution located in Delft, Netherlands, dedicated to water management and sustainable development.

As the largest international graduate water education facility in the world, IHE Delft plays a pivotal role in training professionals from all over the globe, in addressing water-related challenges.

The institute offers advanced PhD and master's programs, alongside the short courses and different research opportunities, all aimed at improving water management and supporting sustainable solutions for global water issues.

The institute collaborates with many governments, organizations as well as universities worldwide, providing expertise & research that contribute to global efforts in achieving water security and improving the quality of life for millions. Through education, research, and partnerships, IHE Delft continues to be a key player in global water sustainability.



*What did you find most inspiring about IHE Delft's commitment to global water management education?*

What really inspired me about IHE was their openness to the world. They weren't only looking for solutions within the Netherlands; we also discussed projects in Latin America, Africa, and beyond

*The theme of the Case challenges for the Orange Academy 2023/2024 were related to Water Management. How does meeting IHE Delft's work contributed to your knowledge of this subject?*

They shared with us some practical cases and the approach they use. It's really interesting to see those ideas being implemented in real life.

*With this knew-found knowledge, is there any part of your Case challenge that you would like to change or improve?*

The discussions we had there definitely opened my mind to the fact that, during the implementation of our project, we would face challenges that would likely require adjustments to our initial plan.

*Did any specific project or research initiative at IHE Delft catch your attention?*

They shared with us, in detail, a project implemented in Mexico that used a very innovative solution, balancing economic growth with human rights and respect for local communities.

*How did experiencing IHE Delft's facilities enhance your appreciation for the Dutch approach to water science and technology?*

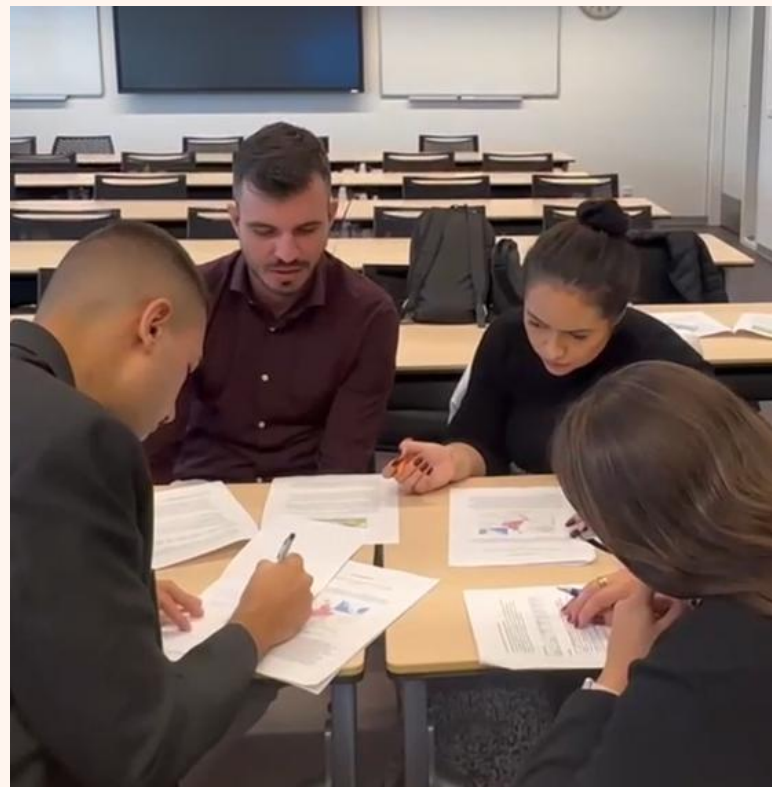
As mentioned before, I really appreciated their openness to working with multiple nationalities and trying to solve issues around the world.

*Share your personal experience from the trip with us and your overall impression of the Netherlands. What stood out to you the most during your visit?*

The experience was life-changing due to all the cultural and technical exchanges we had. We were warmly welcomed by all our hosts, and their passion for their work was truly inspiring!

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**I really appreciate their openness to working with multiple nationalities and trying to solve issues around the world.**





*Hosted by Pauline van der Aa (Senior Policy Advisor)  
at the Ministry of Foreign Affairs)*



## MINISTRY OF FOREIGN AFFAIRS

INTERVIEW WITH MARCELA PEREIRA  
(METRIXLAB) - WINNER ORANGE ACADEMY 2024

## **DUTCH MINISTRY OF FOREIGN AFFAIRS**

The Ministry of Foreign Affairs in the Netherlands is responsible for managing the country's foreign relations and promoting Dutch interests on the global stage.

The ministry plays a crucial role in formulating and implementing the Netherlands' foreign policy, fostering international cooperation, and addressing global challenges such as peace, security, and human rights.

One of the ministry's key functions is to maintain diplomatic relations with other countries and international organizations. It manages embassies, consulates, and missions worldwide, which serve as points of contact for both political and economic matters.

Overall, the Ministry of Foreign Affairs is central to the Netherlands' role as an influential and engaged player in global diplomacy and economic affairs.



Kingdom of the Netherlands

*What insights did you gain into the Netherlands' diplomatic priorities during your visit to the Ministry of Foreign Affairs?*

During the visit, I gained valuable insights into the Netherlands' strong commitment to sustainability, climate action, and multilateral collaboration. It became clear that the Dutch government is prioritizing building international partnerships, particularly with Brazil, to stimulate sustainable development and environmental conservation initiatives and to prepare a meaningful agenda for COP30, which will take place in Brazil next year.



*Did the visit enhance your understanding of how the Netherlands balances national interests with global collaboration?*

Absolutely. The visit illustrated how the Netherlands skillfully integrates its national goals, such as economic growth and innovation, into broader international priorities. I was impressed by how sustainability plays a central role in their diplomatic approach, fostering shared initiatives that not only benefit Dutch interests but also contribute to global environmental and social goals.

*How do you see the importance of the Ministry of Foreign Affairs in your job in a Dutch company in Brazil?*

The Ministry's work fosters an environment of trust and cooperation, which helps Dutch companies like Toluna-MetrixLab align their business objectives with the broader context of sustainable, bilateral development. This alignment is particularly important for navigating market challenges and leveraging opportunities tied to sustainability.

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**I was deeply impressed by the way the country seamlessly integrates sustainability into its diplomatic and economic strategies.**

*What aspects of the Ministry's role in diplomacy and international cooperation were most surprising or eye-opening to you?*

What surprised me most was the Ministry's proactive engagement in ensuring that sustainability is not just a domestic policy, but a core element of its international relations. I found it eye-opening how focused they are on aligning climate actions globally and how eager they are to work with other countries, including Brazil, to develop joint strategies for tackling issues like deforestation and energy transition.

*Were there any specific programs or partnerships discussed that you found particularly impactful or relevant?*

It wasn't one specific program that stood out, but rather the open-minded approach of the staff to actively listen to our perspectives.

I was particularly impressed when Pauline, the Senior Policy Advisor at the Ministry of Foreign Affairs, mentioned her upcoming trip to Brasília and invited us to share our thoughts on the topics she should address with the Brazilian government. This level of engagement demonstrated a deep commitment to collaboration and a true interest in understanding local viewpoints.

*What was your personal experience from the trip and your overall impression of the Netherlands?*

My visit to the Netherlands was both inspiring and insightful. I was deeply impressed by the way the country seamlessly integrates sustainability into its diplomatic and economic strategies.

What stood out the most was the genuine willingness of the Dutch government to listen and collaborate, evidenced by their openness to hearing perspectives from Brazilian professionals on key policy directions.



*Hosted by Fernando Simas Magalhães (Ambassador) and Juliano Rojas Maia (Minister Counsellor) at the Brazilian Embassy*



## BRAZILIAN EMBASSY

INTERVIEW WITH ANA LUISA FUCCI  
(VIEIRA REZENDE ADVOGADOS) - WINNER  
ORANGE ACADEMY 2024



## THE BRAZILIAN EMBASSY

The Brazilian Embassy in the Netherlands, located in The Hague, serves as a vital hub for diplomatic relations between Brazil and the Netherlands. The embassy fosters bilateral cooperation in areas such as trade, culture and education, strengthening the ties between the two nations.

By facilitating dialogue and collaboration, the Brazilian Embassy in the Netherlands contributes to a deeper mutual understanding and partnership between the two countries, while also serving as a point of connection for Brazilians abroad.



*What did you learn about the Brazilian Embassy's role in strengthening the relationship between Brazil and the Netherlands?*

The Brazilian Embassy in the Netherlands is instrumental in fostering a dynamic and multifaceted relationship between the two countries. By promoting trade, investment, and business collaboration, especially in key sectors like agribusiness and energy, the Embassy strengthens economic ties. It also champions cultural diplomacy through events that highlight Brazil's arts and traditions, while encouraging academic exchanges and scientific partnerships.

Moreover, the Embassy plays a vital role in facilitating political dialogue on global challenges such as sustainability and human rights and provides essential support to the Brazilian community in the Netherlands. These comprehensive efforts ensure enduring economic, cultural, and diplomatic bonds.



*How does the embassy support and promote Brazilian business interests in the Netherlands?*

It plays a crucial role in supporting and promoting Brazilian business interests in the Netherlands through a variety of initiatives. It actively organizes trade missions, exhibitions, and business forums to connect Brazilian companies with Dutch businesses, facilitating partnerships and market access. The embassy also serves as a networking hub, linking Brazilian firms with local companies, industry associations, and government agencies to foster collaboration.

Additionally, it promotes cultural events that enhance understanding of Brazil's culture and business practices, creating a more favorable environment for Brazilian enterprises. Moreover, the embassy works on establishing and enhancing bilateral agreements that facilitate trade and investment, thereby reducing trade barriers and improving business conditions between Brazil and the Netherlands.

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**This experience deepened my appreciation for the essential role diplomacy plays.**

*How was the experience of meeting the Brazilian Embassy in The Netherlands?*

As a lawyer, I can say that the visit to the Brazilian Embassy was one of the trip's standout moments. This experience was not only unique but also profoundly enriching. Engaging in meaningful dialogue with the ambassador and his team provided me with valuable insights into the Embassy's internal operations and the crucial role it plays in managing bilateral relations between Brazil and the Netherlands.

This experience deepened my appreciation for the essential role diplomacy plays in cultivating an environment conducive to international cooperation and economic development.



*How did your experience at the Brazilian Embassy highlight the importance of the ties between Brazil and the Netherlands?*

It was an incredibly enlightening experience that deepened my understanding of Brazil's role in the global landscape and the nature of the relationship between the two nations.

Brazil and the Netherlands are leaders in sustainability within the energy sector, having made substantial investments in innovation and technology to enhance energy efficiency and develop new renewable energy solutions. The potential for partnership between the two countries is immense.

A prime example is the Green Hydrogen Corridor being established between the Port of Pecém and the Port of Rotterdam. This connection is laying the groundwork for the future of a green economy and represents a significant step towards decarbonization, benefiting not only Brazilians and Dutch citizens but all of humanity.

*How do you think your visit to the Brazilian Embassy will influence your perspective on Brazil's diplomatic efforts and international relations?*

Our visit to the Brazilian Embassy significantly broadened my perspective on Brazil's diplomatic efforts and international relations. It provided me with firsthand insight into the complexities of diplomacy, highlighting the importance of cultural exchange, strategic partnerships, and economic cooperation. This experience has made me more aware of the nuanced dynamics at play in Brazil's international interactions and has sparked a desire to further explore how these diplomatic efforts impact Brazil's position on the global stage.

*Share your personal experience from the trip and your overall impression of the Netherlands. What stood out to you the most during your visit?*

I had the preconceived notion that the Dutch could be practical and cold, but I was completely mistaken. We were greeted with hugs and smiles everywhere we went, and, above all, by people who are extremely engaged and passionate about what they do. Listening to their stories was very inspiring, and I am sure that I am returning to Brazil a better professional because of what I learned from them.



## HEINEKEN TOUR

INTERVIEW WITH DANIELA BERTOL  
(HEINEKEN) - WINNER ORANGE ACADEMY 2023

## HEINEKEN BREWERY

The Netherlands, plays a central role in the company's global operations. As Heineken's largest brewery in the world, the Zoeterwoude facility is a hub of production and innovation, combining technology with sustainable practices to produce millions of liters of beer annually.

Today, Heineken operates as a global leader in the brewing industry, producing and distributing a wide range of premium beers across over 190 countries. Known for its iconic green bottle and red star logo, Heineken has built a reputation for quality and innovation.

With its vast production capabilities and a strong focus on sustainability, the Zoeterwoude factory embodies Heineken's dedication to both brewing excellence & environmental responsibility, ensuring that the brand continues to thrive while minimizing its ecological impact.



*Hosted by Ruud Pronk (OpCo Environmental & Sustainability Manager) and Sam Kneppers (Intern) at Heineken Zoeterwoude*

*You work at Heineken. Did the tour provided you with some different understandings of the beer brewing process and the company's global reach?*

The tour provided an in-depth look at each stage of the beer brewing process, from selecting the best ingredients to fermentation and packaging, which made me appreciate even more the complexity and the high quality standards behind "the green one" or as we call here in Brazil, our "verdinha". I was also struck by the scale of Heineken's logistics operation shipping from Netherlands to several countries in the world with a wide and winning portfolio of brands to win the hearts of our consumers all over the world, and how it has grown into one of the most recognized breweries worldwide, reaching diverse markets across the globe.

*What aspects of the brewing process or history of Heineken did you find most interesting?*

For me the role of Heineken's A-yeast, which has remained unchanged since the very beginning, is particularly fascinating because of how central it is to the unique flavor of our beer. Learning about how Heineken was one of the first companies to embrace industrial-scale brewing while also maintaining traditional techniques and commitment

to achieving the same high quality beer in breweries from all over the world is definitely a highlight to be mentioned.

*In what ways did the interactive exhibits and experiences enrich your visit? What were the most significant differences you observed with the brewery in Brazil?*

The interactive tour at the Zoeterwoude brewery, made the experience very engaging and immersive, helping us to connect with the beauty and the science behind the brewing process in a hands-on way. When comparing to our breweries in Brazil, Zoeterwoude is more digitally connected and with more automated processes, which is quite impressive.

*What part of Heineken's brand history stood out most to you during the tour?*

The story of how Heineken became a global brand through clever marketing, including its early adoption of iconic green bottles and bold advertisements, for me it is particularly memorable.

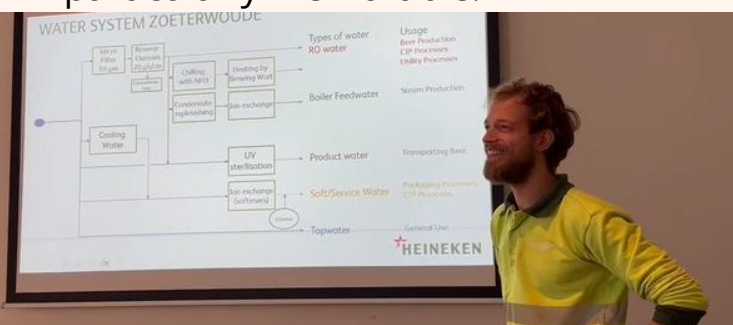
*The company's ability to maintain consistency and quality while expanding internationally over several decades stood out as a key to its success being the most loved brand for celebrating the joy of true togetherness.*

*Were there any different practices highlighted during the tour that caught your attention?*

One standout practice was the use of sustainable brewing techniques related to renewable energy and water usage, particularly the strong focus on reducing the water consumption per hectoliter of produced beer, reinforcing Heineken's ambition to brew a better world.

*What stood out to you the most during your visit?*

Visiting the Netherlands and being part of the Talent Trip was an incredible experience, where I appreciated both the historical charm of the cities and the modern, innovative spirit, just as Heineken's. What stood out to me most was how effortlessly the country blends tradition with progress, making every aspect of the trip feel enriching and unique.



*Hosted by Luc van Heeringen (Energy & Sustainability Specialist) at Heineken Zoeterwoude*



## RIJKSMUSEUM

INTERVIEW WITH LUCAS AVELINO  
(AKZONOBEL) - WINNER ORANGE ACADEMY 2023

## RIJKSMUSEUM

The Rijksmuseum, located in Amsterdam, is one of the most famous and important art museums in the world. It houses an extensive collection of Dutch art and history, with works spanning from the Middle Ages to the 20th century.

The museum is renowned for its impressive collection of masterpieces from the Dutch Golden Age, including iconic works by artists such as Rembrandt, Vermeer, and Frans Hals. Among its most famous pieces is Rembrandt's *The Night Watch*, which draws visitors from all over the globe.

Beyond its collection of paintings, the Rijksmuseum also showcases a vast array of sculptures, decorative arts, and historical artifacts, offering an insight into Dutch culture and history.

With its commitment to preserving and presenting art and history, the Rijksmuseum is a cultural treasure that continues to inspire and educate visitors from around the world.



*How did the Rijksmuseum's collection deepen your appreciation for Dutch art and history?*

The Rijksmuseum's collection offers a rich narrative of the cultural and historical evolution of the Netherlands. Each artwork tells a unique story, revealing the talent of Dutch artists, which deepened my understanding of the importance of art as a reflection of national identity.

*You saw the painting "The Nightwatch" on display in the museum, which is in the process of being repaired thanks to an initiative by AkzoNobel. What did you think of the painting and how important do you think these initiatives are?*

"The Nightwatch" is a masterpiece that captures the vitality and emotion of its time. Initiatives like AkzoNobel's are crucial for preserving the art and cultural heritage, ensuring that future generations can appreciate these iconic works of unique artists.

**AkzoNobel**



*During the visit, we took some time with Vermeer's painting "The Milkmaid," being asked by the guide to look at it for 20 seconds and see what happens. What impact did this painting have on you?*

The pause to observe "The Milkmaid" for an extended period made me project myself to the moment, reflecting on the beauty of everyday life and Vermeer's ability to capture simple moments with depth and meaning.

*Were there any artist or work that you discovered during your visit that you didn't know and liked?*

Although we didn't see it during our visit, I later had the opportunity to revisit the museum and discovered the painting "Waterloo." It captivated me not only for its magnitude but also for its representation of Dutch expeditions, reflecting the country's rich history of exploration and adventure.

“

**The trip was an enriching immersion in innovation and tradition in history, allowing me to learn from industry leaders, providing insights to be applied at AkzoNobel and share experiences with diverse talents.**

*Frans Jans Post's painting "Landscape in Brazil" is featured in the Rijksmuseum. What were your impressions of the painting, and how do you feel it reflects Brazil?*

Frans Jans Post's painting presents a fascinating view of Brazil's lush nature, highlighting the diversity and richness of its landscapes. It made me reflect on the connection between Brazil and the Netherlands from the beginning and how it has evolved since then.

*What was your overall impression of the Netherlands?*

The trip was an enriching immersion in innovation and tradition in history, allowing me to learn from industry leaders, providing insights to be applied at AkzoNobel and share experiences with diverse talents. What impressed me most about the Netherlands was the harmony between its rich cultural history and its commitment to sustainable and innovative solutions to deal with water challenges centered on people care.

KLM e chef Rodrigo Oliveira:  
10 anos de parceria com  
um menu que faz você  
se sentir nas nuvens.



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A KLM agradece ao chef Rodrigo Oliveira pelos 10 anos de parceria assinando os menus da World Business Class, Premium Comfort Class e também da Economy Class.

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Travel Well

# CLOSING WORD

To conclude this edition of Dutcham's magazine, on behalf of Dutcham we express our sincere gratitude to all the incredible partners who made this Trip a resounding success. This life-changing experience for our 10 talented professionals was possible thanks to the invaluable contributions of each of you.

First we would like to thank our partner **KLM**, whose support made the trip possible by ensuring safe and comfortable travel for our participants, many of whom were experiencing the Netherlands for the first time.

Thank you to our long-term partner the **Rotterdam School of Management (RSM)**, a foundational partner of the Dutcham Orange Academy since the beginning, for warmly welcoming our talents during the trip. Your dedication to fostering innovation and growth have made a lasting impact on each participant, helping them further develop their skills and vision for the future.

We would also like to thank our key partners in the Netherlands, who generously opened their doors and shared their expertise: **Van Oord, Port of Rotterdam, IHE Delft, the Ministry of Foreign Affairs, the Brazilian Embassy and Heineken**. Special thanks to **MetrixLab** for hosting a nice welcome dinner and to **AkzoNobel** for organizing a remarkable museum visit on the final day. Each of you played an integral role in offering our talents an enriching experience, one that expanded their knowledge, networks, and horizons.

Finally, we would like to thank **Frank de Meyer** for his support in putting together the program and for sharing his incredible knowledge and wisdom about the Netherlands.

Together, we have provided our future leaders with memories, skills, and insights that will undoubtedly shape their professional journeys.

**Thank you for being part of this remarkable experience.**



**Dutcham team at the Talent Trip**  
Camila Chaves (Event & Project Coordinator) - Peggy De Rop (Managing Director)

# Thank you

for an amazing Talent Trip!



Click to see the  
Talent Trip aftermovie

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