

## Innovation and Entrepreneurship in Europe

**06-07-2025 - 16-07-2025**

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The day to day programme is subject to changes depending on the availability of the guest lecturers

| Saturday and Sunday, 4-5 July 2026 |                    |                                                                                                                                                   |
|------------------------------------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Time                               | Activity           | Description                                                                                                                                       |
| 12.00-18.00                        | <b>Key pick up</b> | <i>You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.</i> |

| Monday, 6 July 2026 |                                                                                              |                                                    |
|---------------------|----------------------------------------------------------------------------------------------|----------------------------------------------------|
| Time                | Activity                                                                                     | Description                                        |
| 9.30: -12.00        | <b>Welcome<br/>Overview program<br/><br/>Personal Style Inventory<br/>peed dating groups</b> | <i>Prof. B.P. Toering &amp; Prof. R. Verschuur</i> |
| 12.00-13.00         | <b>Lunch **</b>                                                                              |                                                    |
| 13:00-17:00         | <b>The Need for disruptive innovation &amp; Introduction assignment The Challenge</b>        | <i>Prof. B.P. Toering &amp; Prof. R. Verschuur</i> |

| Tuesday, 7 July 2026 |                                                                                                                           |                                                                                        |
|----------------------|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Time                 | Activity                                                                                                                  | Description                                                                            |
| 9.30-12:00           | <b>Brabant Dutch Provence Knowledge Hub</b>                                                                               | <i>Prof. Dr. J. van den Broek, Director Brabant Knowledge &amp; Prof. B.P. Toering</i> |
| 12:00-13:00          | <b>Lunch **</b>                                                                                                           |                                                                                        |
| 13:00-17:00          | <b>Navigating the evolving global retail landscape; trends and innovation.<br/><br/>Mini-assignment Retail innovation</b> | <i>Prof. R. Verschuur &amp; Prof. B.P. Toering</i>                                     |

| Wednesday, 8 July 2026 |                                                                        |                                                    |
|------------------------|------------------------------------------------------------------------|----------------------------------------------------|
| Time                   | Activity                                                               | Description                                        |
| 9.30-12:00             | <b><i>Innovation in the European Moving Industry</i></b>               | <i>G. Geijtenbeek &amp; Prof. B.P. Toering</i>     |
| 12:00                  | Lunch on the way **                                                    |                                                    |
| 12:00-18:00            | <b><i>Visit Rietveld House and visit Smart City Utrecht Uithof</i></b> | <i>Prof. R. Verschuur &amp; Prof. B.P. Toering</i> |

| Thursday, 9 July 2026 |                                                                    |                                                 |
|-----------------------|--------------------------------------------------------------------|-------------------------------------------------|
| Time                  | Activity                                                           | Description                                     |
| 9:30-12:00            | <b><i>Trends analysis for innovation</i></b>                       | <i>Prof. B. Delmeé &amp; Prof. B.P. Toering</i> |
| 12:00-13:00           | Lunch **                                                           |                                                 |
| 13:00-17:00           | <b><i>Trends and strategy for idea generation and Workshop</i></b> | <i>Prof. B. Delmeé &amp; Prof. B.P. Toering</i> |

| Friday, 10 July 2026 |                                                                                                                                                        |                                                    |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| Time                 | Activity                                                                                                                                               | Description                                        |
| 9:30-12:00           | <b><i>Dutch Clusters and Diamond of Porter and Business models Location Matters</i></b><br><br><i>Study Chapter 5,6,8,10: Doing Business in Europe</i> | <i>Prof. B.P. Toering &amp; Prof. R. Verschuur</i> |
| 12:00-13:00          | Lunch **                                                                                                                                               |                                                    |
| 13.00-1700           | <b><i>Innovation supply chain and CSR Rondeel case Agribusiness</i></b>                                                                                | <i>Prof. B.P. Toering &amp; Prof. R. Verschuur</i> |

## Week 2

For more information about the Social Programme, please visit the [Utrecht Summer School website!](#)

| Saturday and Sunday, 11-12 July 2026 |          |             |
|--------------------------------------|----------|-------------|
| Time                                 | Activity | Description |
| Free time                            |          |             |

| Monday, 13 July 2026 |                                                                                                                  |                                         |
|----------------------|------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| Time                 | Activity                                                                                                         | Description                             |
| 10.00-13:00          | <b>Business Case Retail Strategy and Culture: International branding from a cultural perspective in business</b> | Prof. R. Verschuur & Prof. B.P. Toering |
| 13:00-14:00          | Lunch **                                                                                                         |                                         |
| 14:00-17:00          | <b>Workshop Customer Value and innovation</b>                                                                    | Prof. R. Willemsen & Prof. B.P. Toering |

| Tuesday, 14 July 2026 |                                   |                                      |
|-----------------------|-----------------------------------|--------------------------------------|
| Time                  | Activity                          | Description                          |
| 9:30-12:00            | Scenario basics                   | Prof. B. Delmeé & Prof. B.P. Toering |
| 12:00-13:00           | Lunch **                          |                                      |
| 13:00-17:00           | <b>Scenario planning Workshop</b> | Prof. B. Delmeé & Prof. B.P. Toering |

| Wednesday, 15 July 2026 |                                                                      |                                         |
|-------------------------|----------------------------------------------------------------------|-----------------------------------------|
| Time                    | Activity                                                             | Description                             |
| 9:30-12:00              | <b>From Idea to Business Strategy<br/>Pre Pitch Hortus Botanicas</b> | Prof. B.P. Toering & Prof. R. Verschuur |
| 12:00                   | Lunch on the way **                                                  |                                         |
| 12:00-18:00             | <b>Visit Food Valley<br/>Zaanstreek Food Cluster</b>                 | Prof. B.P. Toering & Prof. R. Verschuur |

| Thursday, 16 July 2026 |                                                                                                                                   |                                         |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| Time                   | Activity                                                                                                                          | Description                             |
| 9:30-12:00             | <b>Entry models Europe<br/>Preparation Business Proposal and Coaching</b><br><br>Study Chapter 5,6,8,10:<br>Doing Business Europe | Prof. B.P. Toering & Prof. R. Verschuur |
| 12:00-13:00            | Lunch **                                                                                                                          |                                         |

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|             |                                                                                     |                                         |
|-------------|-------------------------------------------------------------------------------------|-----------------------------------------|
| 13:00-17:00 | <b>Assessment Proposal<br/>Creativity and Business<br/>Preparation and Coaching</b> | Prof. B.P. Toering & Prof. R. Verschuur |
|-------------|-------------------------------------------------------------------------------------|-----------------------------------------|

| Friday, 17 July 2026 |                                                                               |                                         |
|----------------------|-------------------------------------------------------------------------------|-----------------------------------------|
| Time                 | Activity                                                                      | Description                             |
| 9:00-13:30           | <b>Preparation innovation<br/>businessmodel</b>                               | Prof. R. Verschuur & Prof. B.P. Toering |
| 1300                 | Lunch during preparation**                                                    |                                         |
| 13:30-17:30          | <b>Pitching Proposal<br/>and closing ceremony with<br/>jury</b><br><br>Drinks | jury                                    |

\*\*Please note: Students must bring/cover their own lunch  
The lunch times in the programme can vary, these times are just an indication.