

# PDMA NETHERLANDS AFFILIATE CELEBRATES 10 YEARS OF PROGRESS

**T**his year, PDMA Netherlands marks its 10th anniversary. Hitting this milestone, the PDMA Netherlands affiliate not only celebrated its past achievements but also looked to the future. As the world changes and becomes increasingly more complex, the association of and for innovation professionals in the Netherlands takes a critical approach to continually add value for its members.

Former chairman Jeroen de Kempenaer and the current acting chairman, Egbert-Jan van Dijck, reflect on the past and provide their vision for what is to come.

## ESTABLISHING PDMA NETHERLANDS

Five visionary people founded the PDMA Netherlands affiliate on Jan. 18, 2005. A number of leading Dutch innovation professionals had already been going to the U.S. PDMA annual conference, and they came to the joint conclusion that a similar organization was also needed in the Netherlands. They set up an association, with Gert Staal as the first chairman. The association became affiliated with the PDMA, and PDMA Netherlands was born.

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Egbert-Jan van Dijck

“In 10 years, we have evolved into a very successful association with around 200 members and an appealing program of seminars and master classes,” Van Dijck said.

The association also offers training courses, meetings and certifications.

Compared to other countries, no affiliate is as large as the Netherlands.

## EXCHANGING KNOWLEDGE

After the initial growth, the association raised its professional profile by organizing meetings. “In my view, that is the most important product that the PDMA offers,” De Kempenaer said. “The opportunity for innovation professionals to discuss with each other and to exchange visions and experiences is one of the most important reasons for our existence. For the future, I regard that as an ambition — to strengthen the European network.”

Van Dijck agreed. “It is not without good reason that the motto of the PDMA is ‘Connecting innovators worldwide.’ Anticipating changes in the world is a skill in itself.”

He added, “The worldwide development of the circular economy requires new business models and different types of innovation.



*“Innovation and managing innovation require leadership, vision, creativity, enterprise, knowledge and experience. We want to contribute to that,” Egbert-Jan van Dijck said.*

Cultural entrepreneurship is a new development in which product and service innovations play an important role. The public and semi-public sectors will have to reinvent themselves, and public-sector innovation is new territory. Innovation and managing innovation

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#### **GOALS OF PDMA NETHERLANDS**

Looking forward, Van Dijck pointed out that many discussions within

the association have focused on communication, connection and navigating this changing world. He said that while the association has already achieved many accomplishments, PDMA Netherlands needs to continue along this path and communicate these successes. With great optimism for the future, Van Dijck said, “To the next anniversary!”

For more information about PDMA Netherlands or any of PDMA’s other international affiliates, visit PDMA’s [community webpage](#).