



INVITATION

OPENING OF THE ACADEMIC YEAR 2024-2025
SEPTEMBER 9, 2024

NYENRODE. A REWARD FOR LIFE



You are cordially invited by the Executive Board of Nyenrode Business University to attend the **OPENING OF THE ACADEMIC YEAR 2024-2025** on **Monday 9 September 2024**.

THINKING BIG, ACTING SMALL

You are welcome from 15:30 hrs in the Neelie Kroes Hall, Dr Albert Heijn Building, of Nyenrode Business University. The ceremony will start at 16:00 hrs in the Pfizer Auditorium. It is possible to participate online.

Your attendance is greatly appreciated.

Prof. dr. Koen Becking

Rector and Chairman

RSVP by 2 September 2024 at nyenrode.nl/oay

PROGRAM

OPENING

by Prof. Dr. Koen Becking and

Prof. Dr. Barbara Majoor

- Prof. Dr. Ir. Jan Rotmans - advocates for a more active role of academia and the individual
- Prof. Dr. Ir. Anke van Hal - focuses on creating support for sustainable choice

CLOSING

by Prof. Dr. Barbara Majoor

NETWORK DRINKS

THIS INVITATION IS PERSONAL. AT [NYENRODE.NL/OAY](https://nyenrode.nl/oay) YOU CAN VIEW THE FULL INVITATION AND REGISTER FOR ONLINE PARTICIPATION.

CONTACT INFORMATION: DEBBY DE GROOT  INFO@NYENRODE.NL  +31 (0)346 291 562



BY OWN TRANSPORT

From Utrecht

Nyenrode Business University can be reached by taking the Breukelen-exit (5) on the A2-Highway. After leaving the exit follow the signs for Breukelen at the roundabouts and go on until you are on the road that crosses the Amsterdam-Rijn Canal. Take a right turn at the roundabout after the bridge.

From Amsterdam

Nyenrode Business University can be reached by taking the Breukelen-exit (5) on the A2-highway. After the exit you take the roundabout and turn left. Follow the signs for Breukelen at the roundabouts and go on until you are on the road that crosses the Amsterdam-Rijn Canal. Take a right turn at the roundabout after the bridge.

BY PUBLIC TRANSPORT

From Utrecht Central Station take bus 120 to Maarsse/Breukelen/Amsterdam. Buses leave every 30 minutes and stop right in front of the castle. From Utrecht Central Station and Amsterdam Central Station trains leave every 15 minutes to Breukelen, where you can change over to bus 120 to Maarssen/Utrecht.

Our Service Desk can inform you about ordering a taxi:
+31 (0)346 291 211.

Nyenrode Business Universiteit | Straatweg 25 | 3621 BG Breukelen