

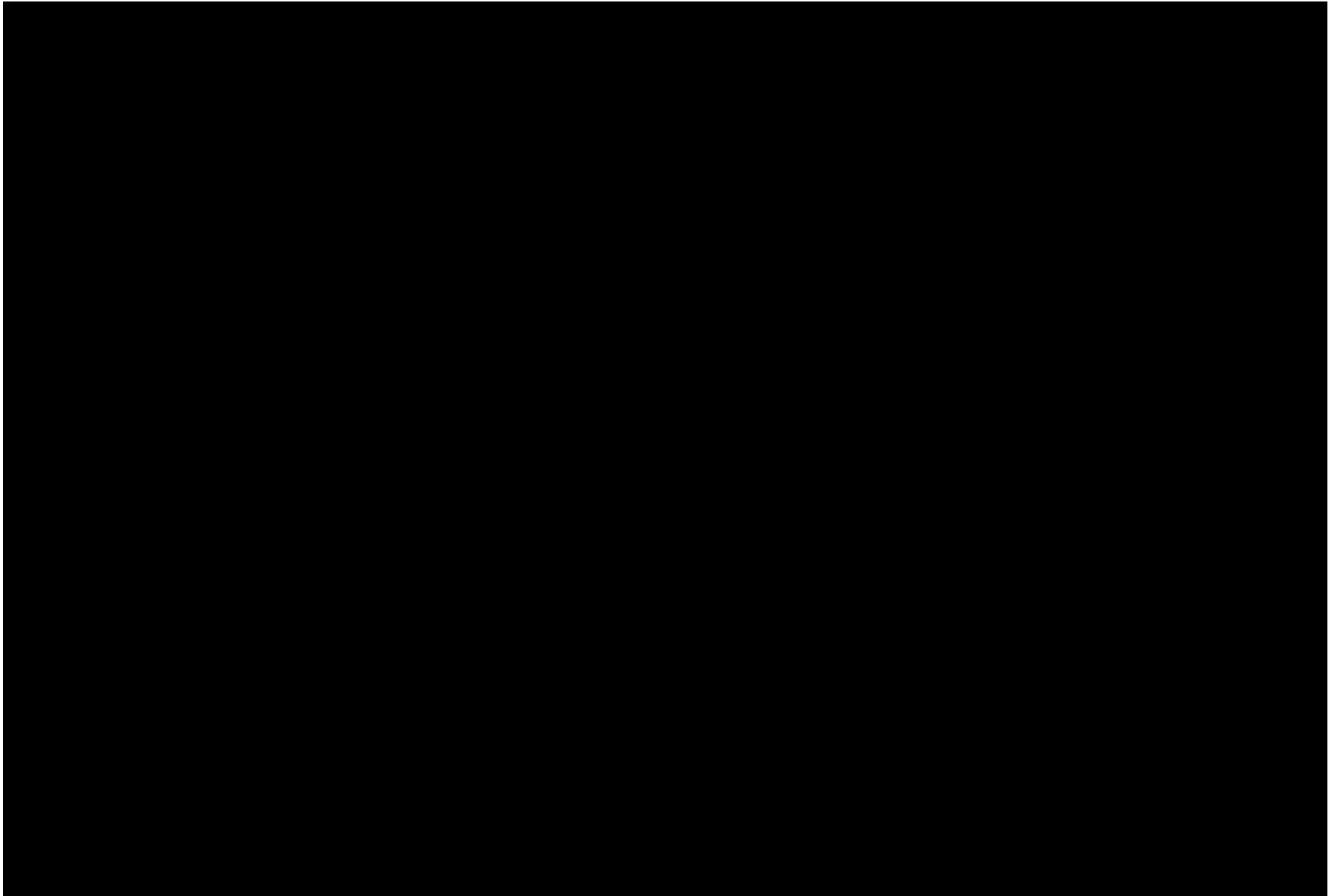


university of
 groningen

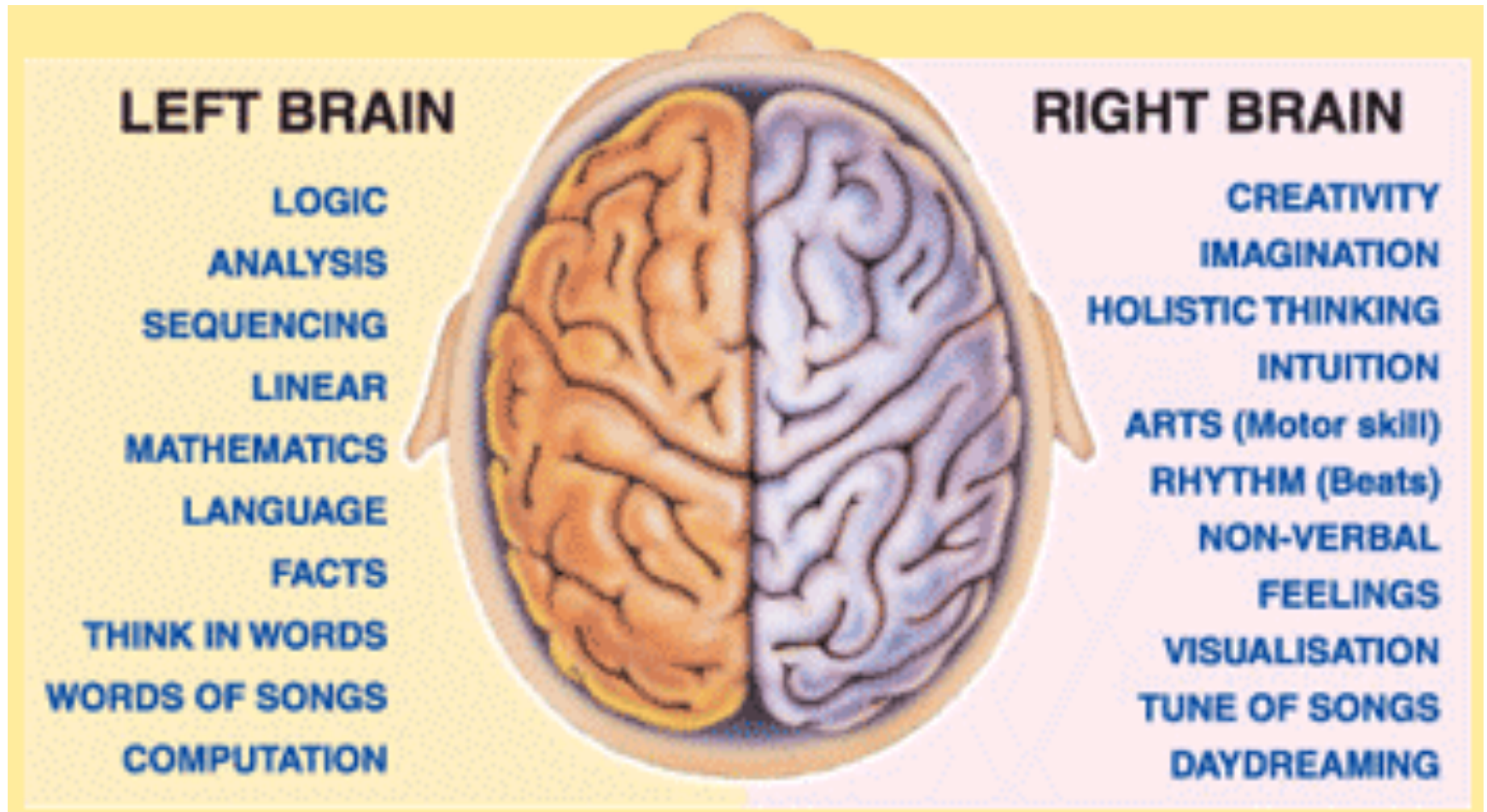
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A photograph of a multi-story brick building with a modern architectural style, featuring large windows and a prominent entrance. The building is surrounded by green trees and foliage. A semi-transparent red banner is overlaid on the bottom half of the image, containing the text.

Hans van Ees Dean University College Groningen



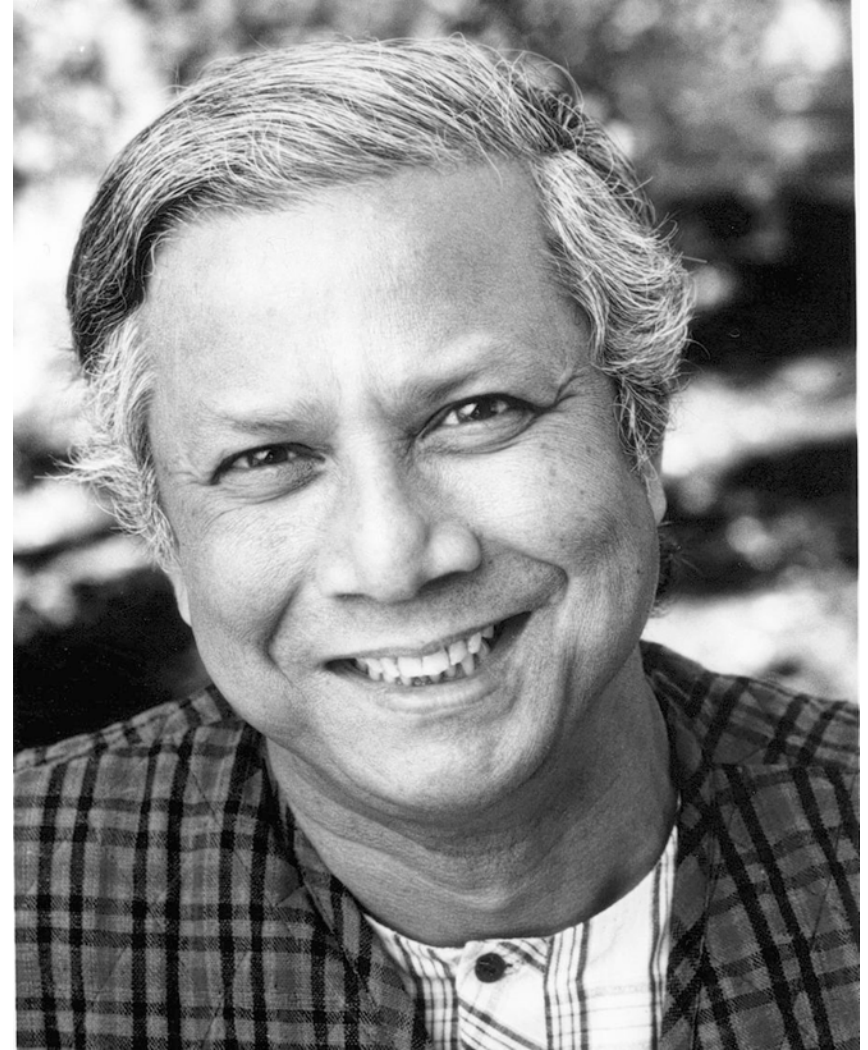
Make the RIGHT choice



My Inspiration

(One of them)

- “Muhammad Yunus has shown himself to be a leader who has managed to translate visions into practical action for the benefit of millions of people, not only in Bangladesh, but also in many other countries. Loans to poor people without any financial security had appeared to be an impossible idea. From modest beginnings three decades ago, Yunus has, first and foremost through Grameen Bank, developed micro-credit into an ever more important instrument in the struggle against poverty.”



MY INSPIRATION (ONE of THEM)

Made in Indonesia

Paint from
US

Hair from
Japan

Textile
from China

Plastic from
Taiwan

Design and marketing
from VS

Production in Indonesia
with machines built in US

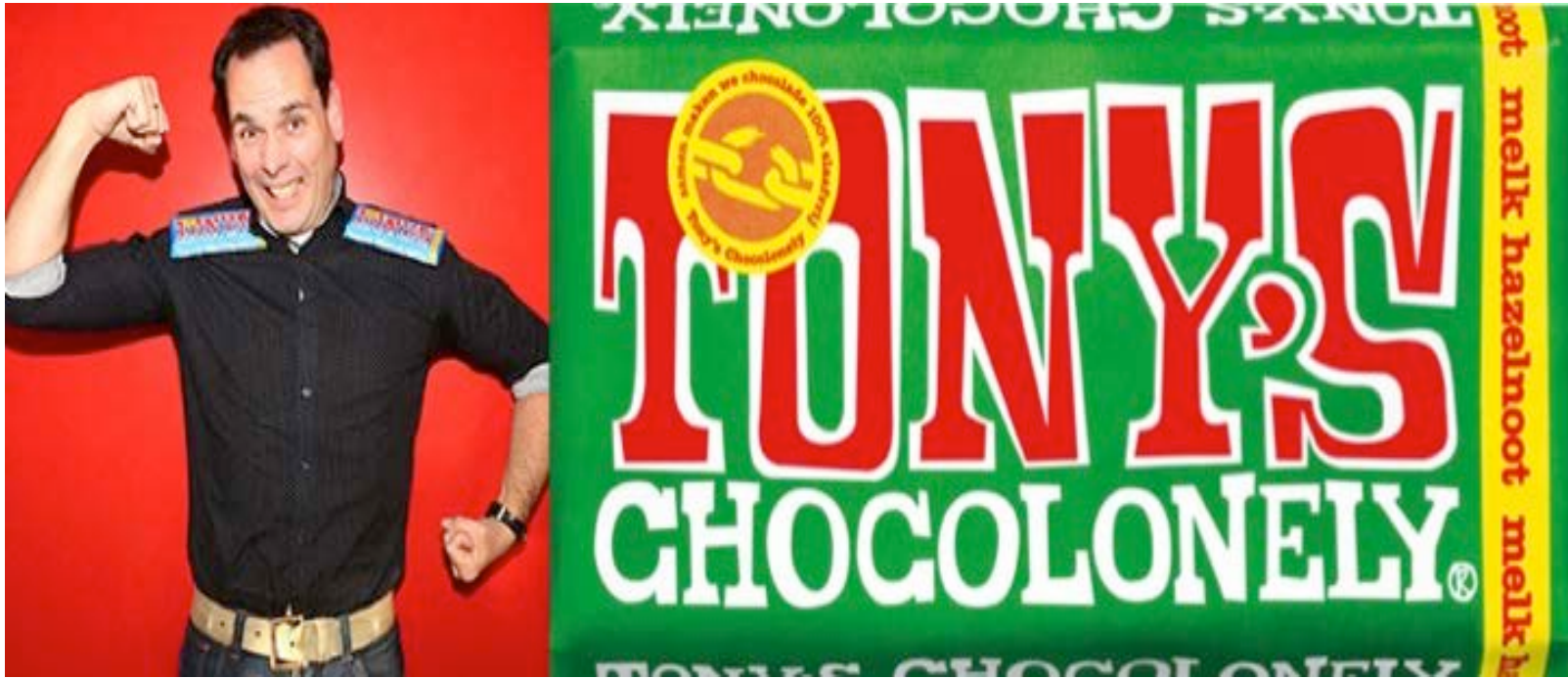
Distribution through
Hong Kong



Global Value Chain:
Value (purchase price) of a Barbie
is shared by:

- Chinese cotton farmers;
- Saudi oil sheiks;
- Hong-Kong traders;
- Factory workers in Indonesia,
Japan, Taiwan, China, US;
- Owners of Mattel;
- and so on

Know your strength and weaknesses



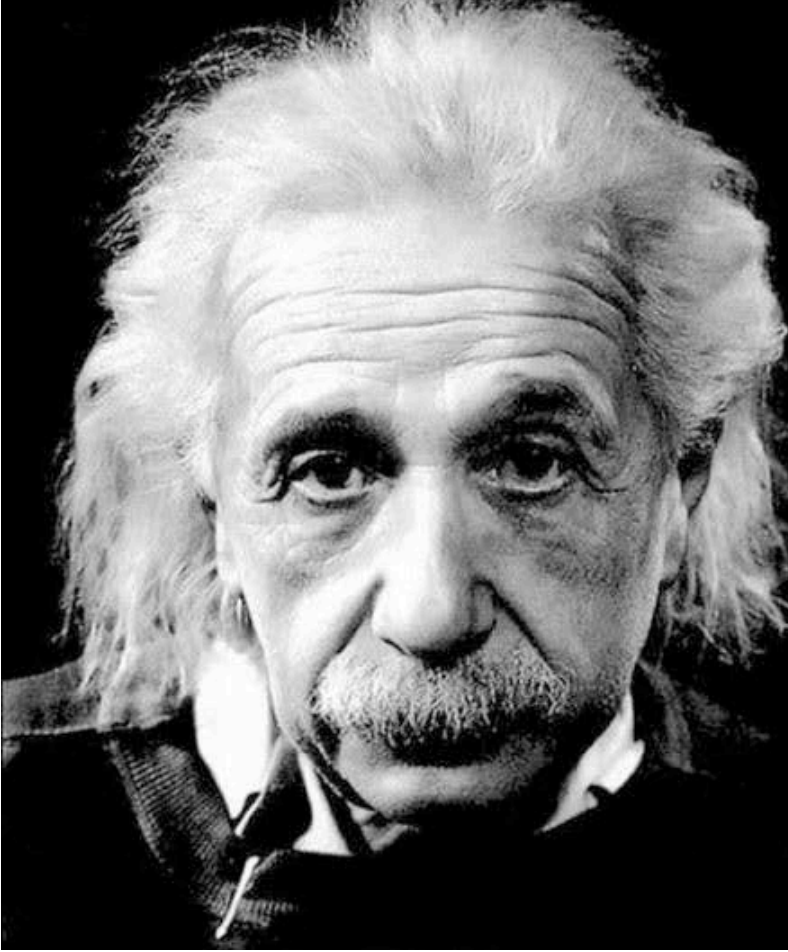
crazy about chocolate, serious about people

Think BOLD

- “If you think you’re too small to have an impact, try going to bed with a mosquito in the room”
- Anita Roddick



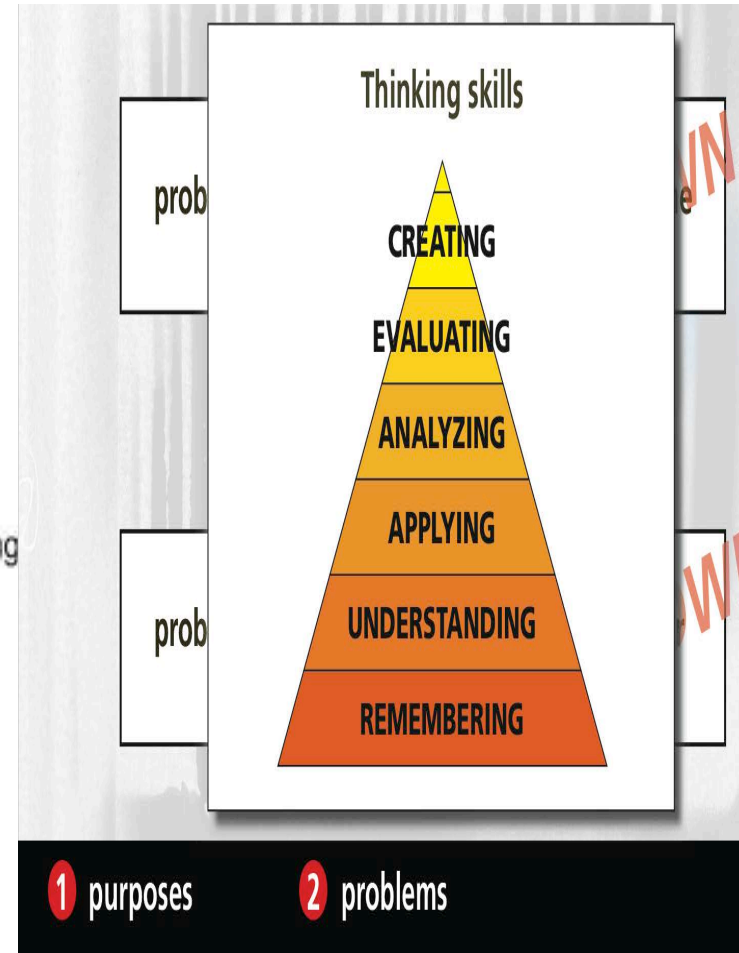
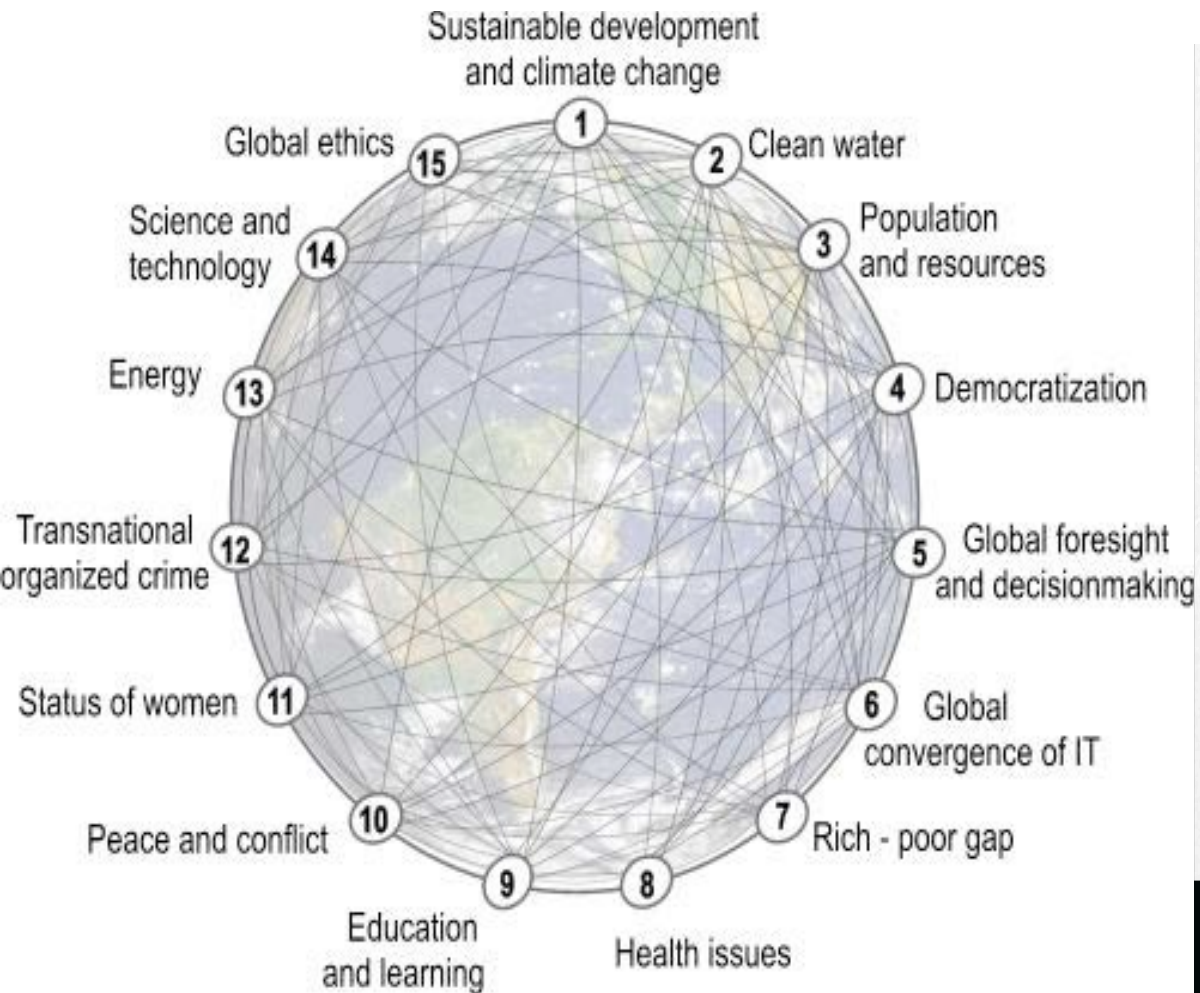
Take risk

A black and white portrait of Albert Einstein, showing his characteristic wild white hair and mustache. He is looking directly at the camera with a serious expression. The background is dark.

**ANYONE WHO
HAS NEVER MADE
A MISTAKE HAS
NEVER TRIED
ANYTHING NEW.**

Albert Einstein

Develop yourself





Learning is a philosophy

That

- combines breath of academic knowledge with the depth of specialisation
- emphasizes freedom of choice
- encourages to think across borders
- Invites to grapple with important societal challenges
- promotes collaboration and diversity
- integrates curricular and extracurricular activities
- Is about a good life





At Universities you have the possibility to learn

how to create your major while studying

how to understand, decide and act in society by combining humanities and health, economics and politics or technology and psychology....

how to communicate cleanly, clearly, critically and quickly

how to get the best out of yourself and others

how to navigate your world to create a good life for yourself and others.



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A photograph of a group of students in a courtyard. In the foreground, several students are sitting at a table, engaged in conversation. In the background, a chain-link fence separates the courtyard from a larger area where more students are walking. The scene is brightly lit, suggesting a sunny day.

Create the Difference