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DENKPRODUCTIES PRESENTS:

BUSINESS FORUM 2027

REINVENT

SEPTEMBER 24TH, 2027 | ROTTERDAM AHOY



Rahaf Harfoush
Bestseller Author

Pieter Zwart
CEO Coolblue

Oprah Winfrey
Global Media Leader

Philippe Aghion
Nobel Prize winner

Ikenna Azuike
Event host

MORE SPEAKERS WILL BE ANNOUNCED SOON

#1 LEADERSHIP EVENT OF THE YEAR

4 WORLD CLASS SPEAKERS

3.000 TOP LEVEL ATTENDEES

More information: **BUSINESSFORUM.NL**



“Take change by the hand before it takes you by the throat.”

Winston Churchill

In today’s rapidly changing world, we need *Reinvention*. Leaders who don’t just adapt to change, but change before circumstances force them to.

Leaders who reinvent, challenge their own success, question what once worked, and guide their organizations toward what comes next.

REINVENT = CHANGE BEFORE YOU HAVE TO.

At **Business Forum 2027**, we are gathering the world’s top minds to share their insights on Reinvention. Our first confirmed speakers:

LIVE, IN PERSON, ON ONE STAGE:

- **Philippe Aghion (FR)** - Nobel Prize-winning economist, pioneer of the theory of creative destruction
- **Oprah Winfrey (USA)** - Global media leader and entrepreneur renowned for redefining the power of media
- **Pieter Zwart (NL)** - Founder & CEO of Coolblue, built a multibillion-euro company by never standing still
- **Rahaf Harfoush (FR)** - Thought leader on emerging technology, innovation, and digital culture
- **Ikenna Azuike (NL/UK)** - Guiding you through this extraordinay day as our host.

Join us at Business Forum 2027 to learn how you can reinvent your company, and yourself.

“Change has never been this fast before. And it will never be this slow again.”

Tom Goodwin

Program Business Forum **2027**

Registration and opening by our host *Ikenna Azuike*

BLOCK 1
THE WORLD REINVENTED

The world is being reshaped by forces no leader can ignore. Before you can reinvent your organization, you need to understand exactly what you are reinventing it for.

Innovating at AI Speed: The Role of Generative Tech in Shaping Tomorrow

- AI speed as a competitive edge. The companies moving now will set the rules for their market tomorrow.
- Beyond the hype. The real business models, cases, and strategies organizations are already using to win with generative AI.
- Human vs. machine. How to strike the balance between AI at scale and authentic human creativity, before your competitor does.



Speaker: Rahaf Harfoush

Break #1 with side sessions, networking and VIP session with Rahaf Harfoush (VIP ticket holders)

BLOCK 2
REINVENT YOUR COMPANY

Reinventive leaders own a specific mindset. They see success not as something to defend, but as something to keep questioning.

The power of creative destruction

- Growth requires creative destruction, not endless optimization
- Protecting yesterday's success can block tomorrow's innovation
- Attack your own business model before someone else does



Speaker: Philippe Aghion

Reinvent before you have to

- Get better every single day
- Cannibalize your own success before competitors do
- Keep your identity, change the execution



Speaker: Pieter Zwart

Program Business Forum **2027**

Break #2 with side sessions, networking and VIP session with Pieter Zwart (VIP ticket holders)

BLOCK 3

REINVENT YOURSELF)

Every transformation ultimately starts with a leader willing to question who they are. Oprah Winfrey shares her own hardest reinvention, live, in an on-stage conversation.

Become the leader your future requires

- Turn what makes you different into strength
- Move from talent to ownership
- Become a beginner again
- Turn achievement into purpose and impact

Speaker: Oprah Winfrey (keynote + moderated Q&A)



Closing and reception

A NEW NAME. A NEW HOME.

After five years in Amsterdam, we are turning a new page. From 2027 onwards, Amsterdam Business Forum will be known simply as **Business Forum** - and we have found a new home at **Rotterdam Ahoy**.

Rotterdam Ahoy gives us the space to grow: more leaders, a bigger stage, and an even more ambitious program. We are proud to call Rotterdam our new home base for the years to come.



More information: **BUSINESSFORUM.NL**

International Headline Speaker



RAHAF HARFOUSH

Digital Anthropologist and Bestselling Author

Rahaf Harfoush is a Strategist, Digital Anthropologist, and New York Times Bestselling Author who focuses on the intersections between emerging technology, innovation, and digital culture.

She wrote 3 bestselling books:

- *Hustle & Float*: Reclaim Your Creativity in a World Obsessed with Work
- *The Decoded Company*: Know Your Talent Better Than You Know Your Customers
- *Yes We Did*: An Insider's look at how Social Media Built the Obama Brand

Rahaf was recently named to the United Nation's High Level Advisory Body on Artificial Intelligence. She is a member of France's National Digital Council, and she was named to President Macron's Commission on AI's Impact on Democracy.

Rahaf is a Visiting Policy Fellow at the Oxford Internet Institute. She is also a Research Affiliate at Minderoo Center for Technology and Democracy at Cambridge University.

International Headline Speaker



PHILIPPE AGHION

Nobel Prize-winning economist, pioneer of the theory of creative destruction

Philippe Aghion won the *Nobel Prize in Economics* in 2025 -with Peter Howitt and Joel Mokyr- for their works on 'creative destruction'.

Aghion is a Professor at the College de France, at INSEAD, and at the London School of Economics, and a fellow of the Econometric Society and of the American Academy of Arts and Sciences.

His research focuses on the economics of innovation and growth.

With Peter Howitt, he pioneered the so-called *Schumpeterian Growth theory* which became a leading paradigm to analyze the interplay between growth, innovation, market structure, and firm dynamics.

He wrote and co-wrote various books on economics, including 'The Economics of Growth' and 'The Power of Creative Destruction'.

In 2001, Philippe Aghion received the *Yrjo Jahnsson Award* of *the best European economist* under age 45, in 2009 he received *the John Von Neumann Award*, and in March 2020 he shared the BBVA "Frontier of Knowledge Award" with Peter Howitt for "developing an economic growth theory based on the innovation that emerges from the process of creative destruction".

International Headline Speaker



OPRAH WINFREY

Global media leader and entrepreneur renowned for redefining the power of media

Oprah Winfrey is a global media leader, producer, philanthropist, actress and author. Over the course of her esteemed career, she has created an unparalleled connection with people around the world, making her one of the most respected and admired figures today.

For 25 years, Winfrey was host and producer of the award-winning talk show "The Oprah Winfrey Show," engaging in a range of *multifaceted cultural conversations*. Currently, Oprah oversees Harpo Entertainment, hosts the award-winning series "The Oprah Podcast," serves as chairman and CEO of OWN, and is the founder of O, The Oprah Magazine and OprahDaily.com.

In 1996, Oprah's Book Club launched, serving as a catalyst for the creation of book clubs around the world and millions of books sold across genres. In 2013, she was awarded *the Medal of Freedom*, the nation's highest civilian honor. In 2018, Oprah became the first African American woman to be honored with the *Golden Globes' Cecil B. DeMille Award*, and in 2022, she was inducted into the American Academy of Arts and Sciences.

Additionally, Oprah has donated nearly $500 million to philanthropic efforts in the United States and around the world, with a focus on youth education, supporting over 72,000 individuals. 2027 marks the 20th Anniversary of the Oprah Winfrey Leadership Academy (OWLAG), with a recent independent study in South Africa showing the Academy has been a disruptor of poverty in the region.

International Headline Speaker



PIETER ZWART

Founder & CEO of Coolblue

Pieter's resume is remarkably empty. He barely has any experience in paid employment, because as a Business Administration student, he founded *Coolblue* with two friends in 1999.

Their goal? Building an example company in customer-centric entrepreneurship.

By now, over 5.000 Coolbluers work there, divided across the Netherlands, Belgium, and Germany, and the company has a revenue of 2.6 billion euro.

OUR HOST: IKENNA AZUIKE

Ikenna Azuike will host Business Forum for the fifth time, sharing the stage with world-class speakers like Brené Brown, Adam Grant, Yuval Noah Harari, Amy Edmondson, Usain Bolt, Sanna Marin, Simon Sinek, Jacinda Ardern and Steven Bartlett. **No doubt about it: Ikenna had to return to Business Forum 2027.**



What attendees say

"The atmosphere, mix of topics and speakers. Mindblowing, again!"
Patrick Van der Pijl, Business Models Inc.

"Went for the 4th time in a row and to be real: every year they reach the same top performance in everything they do! From speakers, to break-out, from food/drinks to extra surprise. See you next year!"
Glenn Holster, Happyholics

"Energizing and inspirational - recommended for all leaders open for reflection."
Stéphanie Verhaegen, YouConnect

"An amazing business event once again, leaving you inspired and overwhelmed at the end of the day. It provided lots of food for thought."
Johan Hoekjan, Kabisa

"Awesome day with high class key-note speakers. Inspiring and already looking forward to next year."
Kiran Madarie, NS

"A truly inspirational and hopeful outlook on the future."
Doortje Kok, Team Eiffel

"Our annual Silverside MT outing and, for us, a bit of a festival of ideas: a great day to gain new perspectives, have good conversations and bring fresh ideas back into our organisation."
Roland Driesen, Silverside

"Absolutely worth the trip ... all the way from Australia! An inspirational day!"
Paul Slezak

"Fun and inspiring forum which helped me recalibrate my leadership style in uncertain times."
Victor Thijs, Nationale Nederlanden

"I loved every minute of it!!!"
Marieke Folkers, Internationale School Utrecht

"It was a day full of energy, whereby I got 1000 new ideas!"
Ragnhild Oudkerk, Topsport Community

More information: **BUSINESSFORUM.NL**

TICKETS

MOST CHOSEN

REGULAR

~~1.295€~~ **995€**

excl. VAT

Perfect for ambitious professionals ready to dive into the full experience.

- Access to all mainstage keynotes and side sessions
- Networking opportunities with 3,000+ business leaders
- Complimentary lunch, coffee, and refreshments
- Post-event access to session recording

EXCLUSIVE EXPERIENCE

LIMITED AVAILABILITY!!

VIP

~~1.895€~~ **1.495€**

excl. VAT

An exclusive package designed for people who want front-row inspiration.

- Access to VIP front-row seating at the main stage and our VIP lounge
- Private VIP session with Rafah Harfoush on Digital Culture
- Private VIP session with Pieter Zwart on Customer Obsession
- VIP drinks with walking dinner after the event

SMART CHOICE

GROUP

UP TO **20% OFF**

Perfect for teams who want to learn together and save while they're at it.

- Everything in a Regular ticket – access to all keynotes, panels & workshops
- Group lunch options available
- Discounted rates:
  - 5 – 9 seats – **10%** (€ 895,50 per ticket, excl VAT)
  - 10 – 19 seats – **15%** (€ 845,75 per ticket, excl VAT)
  - 20+ seats – **20%** (€ 796 per ticket, excl VAT)

PARTNERSHIPS

Looking to build partnerships? Business Forum 2027 offers great opportunities. Reach out to us to explore collaboration. *For more information please contact Godfried Dorssers at godfried@denkproducties.nl or call us at: +31 (0)20 3033820.*

Business Forum

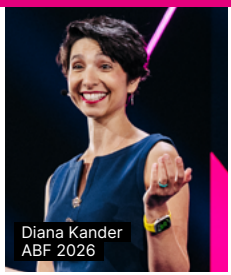
THE LEADERSHIP EVENT OF THE YEAR

(previous speakers)



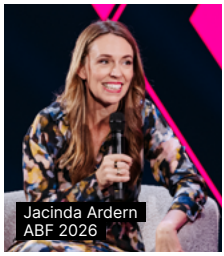










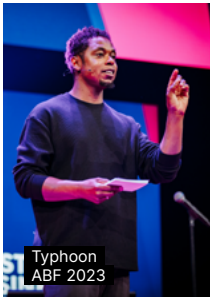




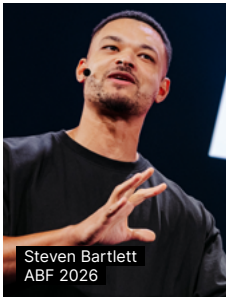






















At Business Forum 2027 you'll get: outstanding speakers, actionable insights and a community of 3.000 great minds in the audience.

Learn from the best minds

Meet 3.000 leaders

Bring your entire team

More information: **BUSINESSFORUM.NL**