



Committee for Economic Development
The Best of Business Thinking

WOLFENSOHN
CENTER FOR
DEVELOPMENT
at BROOKINGS

AGENDA

Business Champions for Early Child Development

April 22 & 23, 2008
Steigenberger Kurhaus Hotel
Gevers Deynootplein 30
The Hague, The Netherlands
(Den Haag, Nederland)

RECEPTION & DINNER - APRIL 22, 2008

5:30 p.m. Reception Begins
(Jan Toorop Room)

6:00 p.m. Welcome and Introduction

- **Charles E. M. Kolb**, President, Committee for Economic Development
- **James Wolfensohn**, Former President, World Bank; Founder, Wolfensohn Center for Development at Brookings

Honorable Guests: **Her Majesty Queen Beatrix and Her Royal Highness Princess Laurentien of The Netherlands**

7:00 p.m. Dinner Begins
(Mesdag Room 1)

8:00 p.m. Dinner Keynote – Muppet Diplomacy (Global Early Child Development – Global Business)

- **Gary Knell**, President and CEO, Sesame Workshop

9:00 p.m. Dinner Ends

CONFERENCE - APRIL 23, 2008

7:30 a.m. Registration Begins
(*Outside of the Jacob Maris Room*)

8:00 a.m. Breakfast Begins
(*Jan Toorop Room*)

Welcome, Opening Remarks and Introduction

- **James D. Wolfensohn**, Former President, World Bank; Founder, Wolfensohn Center for Development at Brookings

8:15 a.m. Breakfast Keynote – The Productivity Argument for Investing in Young Children

- **James J. Heckman, PhD**, Nobel Laureate in Economic Sciences, Henry Schultz Distinguished Service Professor in Economics and the College; Director of the Economics Research Center, Department of Economics; and Director of the Center for Social Program Evaluation, Harris Graduate School of Public Policy Studies at Chicago University

9:15 a.m. Introduction to Presentation and Panel Discussion

- **Charles E. M. Kolb**, President, Committee for Economic Development

Presentation - The Science of Early Child Development

- **Jack P. Shonkoff, MD**, Julius B. Richmond FAMRI Professor of Child Health and Development, Harvard School of Public Health and Harvard Graduate School of Education; Chair, The National Scientific Council on the Developing Child

Panel Discussion – Understanding Strategies and Outcomes of Early Child Development

- Moderator – **Jacques van der Gaag, PhD**, Distinguished Visiting Fellow, The Brookings Institution
- **Henrik T. Lorensen**, Vice President, LEGO Group
- **Johannes Meier, PhD**, Member of the Executive Board, Bertelsmann Foundation
- **Anthony Ruys**, Former Chairman & CEO, Heineken NV

10:45 a.m. Coffee Break

11:00 a.m. Break-Out Session I – Business Champions Engaging in Partnerships in Emerging Markets

(*Spiegel Room*)

- Chair – **Paulus Verschuren**, Senior Director, Partnership Development Group, Unilever NV
- Moderator – **Mary Eming Young, MD, PhD**, Child Development Knowledge Lead Specialist, Human Development Network, World Bank
- **Hugh Jagger**, Chief Executive Officer, Global eLearning Enterprises Limited
- **Doug Price**, Founding Chairman, Qualistar Early Learning; Former President, First Bank of Colorado; Committee Economic Development Trustee

Break-Out Session II – Business Champions for Action in Emerging Markets

(Jacob Maris Room)

- Chair – **Ambassador Hlengiwe B. Mkhize** of South Africa to the Netherlands
- Moderator – **Joan Lombardi PhD**, Research Professor, Public Policy Institute, Georgetown University
- **Christoph Schmocker**, Managing Director, UBS Optimus Foundation
- **Ayla Göksel Göçel**, Vice-Chairperson of Board of Directors, Mother Child Education Foundation

12:15 a.m. Break

12:30 p.m. Lunch Begins

(Jan Toorop Room)

1:00 p.m. Lunch Keynote – Global Commitment to Early Child Development for the Developing World

- **Ruud Treffers**, Director-General of International Cooperation, Ministry of Foreign Affairs, The Netherlands

1:45 p.m. Final Panel Session – Call to Action – Business Leadership for ECD in Emerging Markets

(Jan Toorop Room)

- Chair – **James D. Wolfensohn**, Former President, World Bank; Founder, Wolfensohn Center for Development at Brookings
- Moderator – **Charles E. M. Kolb**, President, Committee for Economic Development
- **Trude Maas-de Brouwer**, Chair, Bernard van Leer Foundation
- **Antony Burgmans**, Former Chairman & CEO Unilever
- **Dennis Jönsson**, President & CEO, Tetra Pak International SA

2:45 p.m. Concluding Remarks

- **Elaine Wolfensohn**, Wolfensohn Family Foundation; Founder, Wolfensohn Center for Development at Brookings

3:00 p.m. Conference Ends

Bernard van Leer  **Foundation**

We thank the Bernard van Leer Foundation for its financial support of this event.