



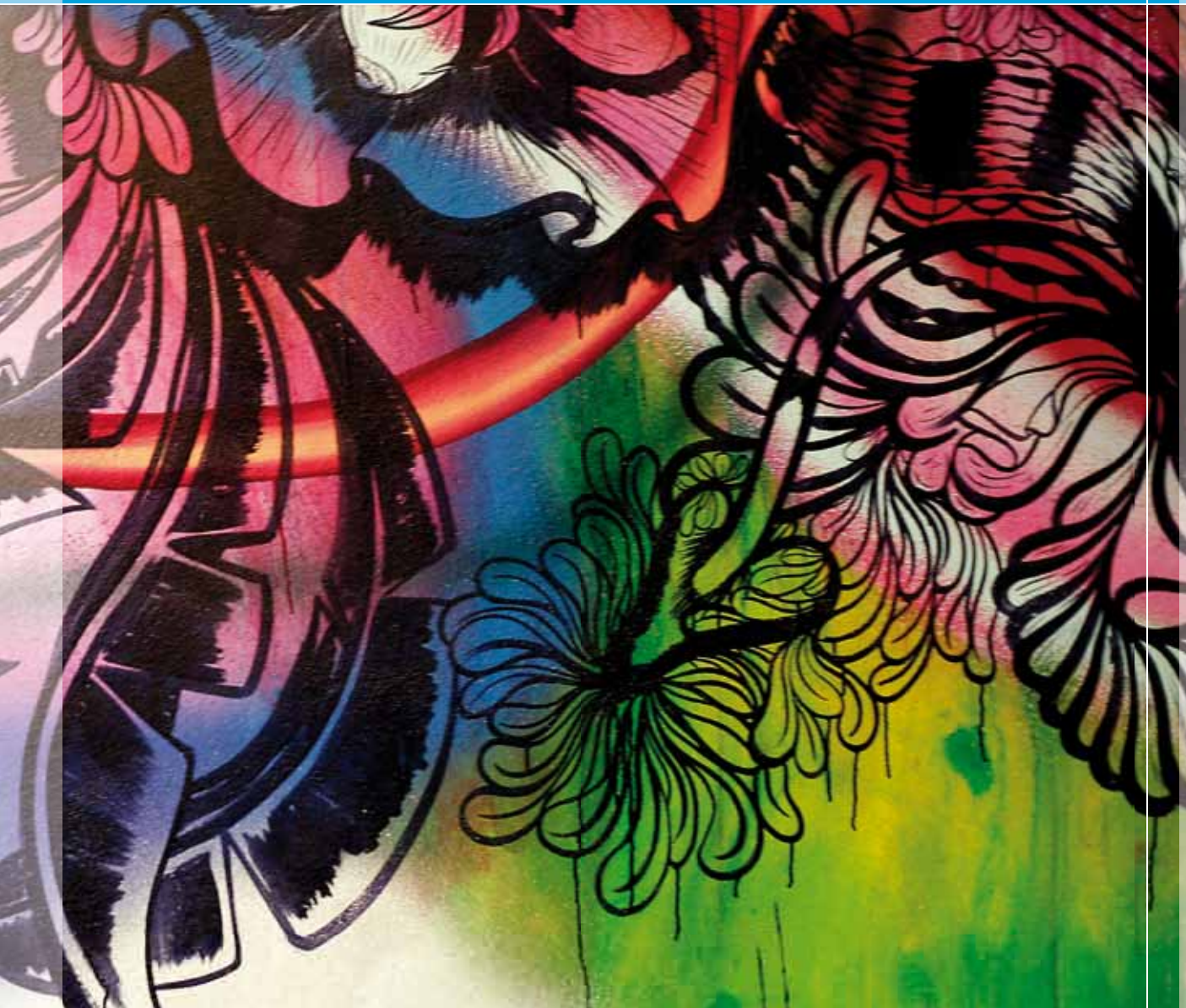
Maastricht University *Leading in Learning!*

02/June 2010

# magazine

About education and research at Maastricht University

MARBLE | Inequality | Portrait | Vici | Art | Valorisation | Obesity | Bubbles | Moot Courts | WTO | Brains | PGD | Off-the-job | Alumni Affairs | University Foundation | Email from China | News



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# Content

<b>MARBLE</b>	4
- MARBLE, research driven learning for 'hungry' students	
<b>Inequality</b>	6
- Jaap Dronkers: Parents and partners and the transferral of inequality	
<b>News</b>	8
<b>Portrait</b>	9
- Alum Dewi van de Weerd travels the world as a diplomat	
<b>Vici</b>	10
- Vici grants for arteriosclerosis and sound research	
<b>Art</b>	12
- Vivian van Saaze and Renée van de Vall: The art of preserving art	
<b>Valorisation</b>	14
- BioMedbooster: 'One-stop shop' for business development	
<b>Obesity</b>	16
- Too fat: to the psychologist or to the dietician? A debate.	
<b>Bubbles</b>	18
- Rik Frehen: Returning patterns in financial bubbles	
<b>News</b>	20
<b>Moot Courts</b>	21
- Law students excel at Moot Court Competitions	
<b>WTO</b>	22
- Peter van den Bossche: A passionate professor in the centre of economic power	
<b>Brains</b>	24
- Alexander Sack: The compensating brain	
<b>PGD</b>	26
- Joep Geraedts: A fair chance for healthy off-spring	
<b>Off-the-job</b>	28
- Ad van Iterson: 'Sociology and literature feed each other'	
<b>Alumni</b>	30
- Alumni Circle Hasselt off to a flying start	
- Regine and Frans Adriaanse, expatriates in their own country	
- Alumni news	
- Activities and Faculty Alumni Coordinators	
<b>University Foundation</b>	34
- Company scholarships strengthen the position of UM in the region	
<b>News</b>	36
<b>E-mail from...</b>	38
- China by Rogier Creemers	
<b>The Cover</b>	39

# Colourful diversity

Another year of study is coming to an end. Preparations are being made for a new academic year, in which Maastricht University (UM) will celebrate its 35<sup>th</sup> year. Once begun as a faculty of medicine, UM has grown into a fully fledged university with an international character, based in Europe, focused on the world.

Innovative education is one of the founding UM principles. Strategically and scientifically, the university has developed new educational such as MARBLE (Maastricht Research-Based Learning). Ambitious students are stimulated, even as bachelor's candidates, to take part in research projects. They learn the practical meaning of research at an early stage of their education, and experience how interesting research can be. In this second issue of the Maastricht University magazine we draw attention to MARBLE.

We also present anew a few of the diversified research projects which scientists are pursuing at UM – among others, the highly honoured research projects on arteriosclerosis and on sound and listening which have received the prestigious VICI-awards. We also highlight the research on the constantly recurring phenomenon of financial soap bubbles.

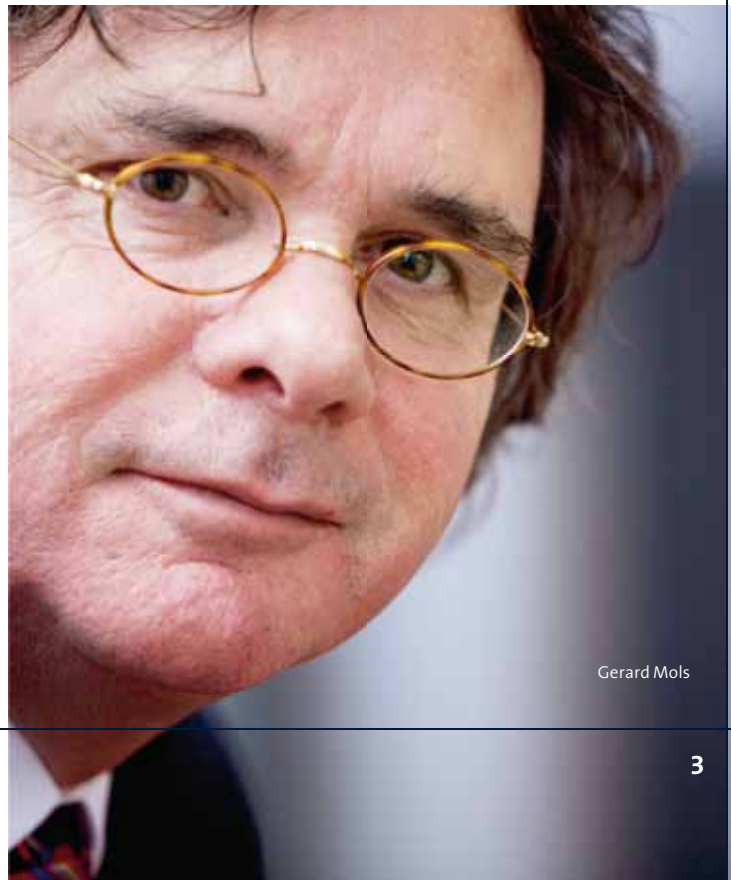
Social relevance is an important criterion for research. An example of this is the brain research which tries to find solutions for stroke by means of a new combination of two technologies. Another example is PGD, a method for testing embryos for genetic defects at a very early stage. Our researchers don't avoid discussion, as shown in the debate over various methods for combating obesity.

Art is also an important theme - as a subject for research, for example for new ways of conserving art, but also as part of policy, namely in buying art and exposing it in and around UM buildings.

First of all, UM is an academic community of people, without whom there would be neither education nor research. Therefore this issue includes various profiles: of Jaap Dronkers, the new ROA professor in the area of education and inequality; of Peter van den Bossche, professor of International Economic Law and judge at the World Trade Organisation; of alumna and diplomat Dewi van der Weerd and of sociologist and writer Ad van Iterson.

You'll find these articles as well as many more interesting pieces in this issue of Maastricht University magazine. Read it with pleasure.

*Professor Gerard Mols,  
Rector Magnificus, Maastricht University*



Gerard Mols

Whether it concerns teaching robots to play football, or the influence of European regulations on the citizen, third-year bachelor's students at Maastricht University can pursue this kind of research. The projects noted are two of the 25 projects that have been developed in the last year and a half within the sphere of MARBLE (Maastricht Research-

Based Learning). This is the result of Maastricht's participation in the Sirius programme, which the Ministry of Education, Culture and Science established to advance excellence in higher education. At the end of 2008 Maastricht University received a Sirius grant of € 2 million, which the university matched out of its own coffers.

# MARBLE

## research driven learning for 'hungry' students

By Lucia Geurts

MARBLE is intended for 'hungry' bachelor's students who want an extra challenge, an intense study programme. They can discover how research works, how interesting it can be, and if research might be something for them in the future. However, there is no pressure for participants to continue on to do a research master's programme. The bachelor's research projects are a mix of didactics and independent research, either alone or in small teams. The students gain insight into methodology and practice presentation skills; they learn how to analyse critically and they must think about the social relevance of their research.

### PEERS

Before Sirius, University College Maastricht (UCM) developed the PEERS research programme. Beginning with the first semester of their second year, UCM students could register to do a research project. If it suited them, they could continue with the project throughout the second year, and eventually into the

first semester of the third year. PEERS projects can be broadened into a student's Capstone, the final project with which students end their bachelor's programme. The Faculty of Psychology and Neuroscience has had a research programme for an even longer time. Both research programmes have served as examples for other faculties.

**Nina Laguda, European Law School student, participant in the artichoke project**

*"The MARBLE project presents a unique chance for me to acquire research skills already during my bachelor's phase. I really appreciate the possibility of peer reviewing each essay in the MARBLE tutorial groups. You learn how to deal with criticism effectively and how you can utilize the respective criticism to improve the content and structure.*

*The project definitely demands independent and continuous research from its participants. Although the workload can be huge, one positive side-effect of the project is that you naturally develop superior time-management skills."*

**Carolin Heubner, European Studies student, participant in the artichoke project**

*"The MARBLE project is perfect for delving further into the logic of doing sound research.*

*As a bachelor's student you have approached issues like 'research design' before, but it is not necessarily a prerequisite to attain good grades, so it gets easily neglected. The added value of the MARBLE project is that it trains you to think thoroughly about your steps prior to taking them. It would be nice if the project could last longer. It is very difficult to do field research in such a short amount of time."*



**Artichokes**

In 2009 the MARBLE steering group worked hard on conceptualising, setting up, and carrying out such projects as 'The struggle for the Sint-Pietersberg', 'Capitals of Culture', 'Vaccinations', and 'Governance of human behaviour in the workplace'. All faculties and UCM have done their part. Several of the projects are interdisciplinary: staff and students from various faculties work together.

A good example is 'Beyond the size of artichokes and the shape of cucumbers', led by Mariolina Eliantono, lecturer at the Faculty of Law, and Karolina Pomorska, lecturer at the Faculty of Arts and Social Sciences. Students perform research on the influence of European rulemaking on the daily life of citizens and on national politics. They make a case study on a chosen European theme. Ultimately, the case studies are described in a workshop. During a visit to Brussels the students have the opportunity to compare their findings with the vision of the people who work in the relevant European institutes. Although the project is intended, first of all, for students of European Studies and of the European Law School, it is also open to UCM students and to students from the Faculty of Health, Medicine and Life Sciences.

**MARBLE on tour**

Students and staff are generally enthusiastic about MARBLE. "It's nice but intense," says Ellen Bastiaens, project leader of MARBLE since

1 February. "For students, because they can experience another way of working and learning. For staff, because the supervision requires a lot of time."

In 2009 a good deal of energy was invested in developing projects and in recruiting students. Bastiaens: "We'll continue that this year, but also focus on quality management, financial responsibility, and logistics. We intend to develop a frame of guidelines in which goals are formulated, which MARBLE and PEERS projects must meet a certain minimum standard. Each faculty can make their own contribution to this framework. It's also important that MARBLE becomes better known within the university. We want to organise a conference and visit the faculties. 'MARBLE on tour', so to say. This way we hope to pull in projects and recruit tutors to supervise students."

**'Leading in learning'**

MARBLE can give a boost to the development of education in general at Maastricht University. At a certain point research-based learning should be a permanent part of all bachelor's programmes. Therefore, MARBLE has been incorporated in 'Leading in learning'. In this master plan, various initiatives in the area of educational innovation and optimisation have been undertaken, through which knowledge and experience can be shared and embedded within the organisation.

# Parents and partners and the transferral of inequality

By Jules Coenegracht

Intense. This is what sociologist Jaap Dronkers calls the transition from Florence to Maastricht. He worked in Florence at the European University Institute, a postgraduate and research institute of the European Union, for eight years. Since 1 December 2009, he has been working as a professor at Maastricht University's Research Centre for Education and the Labour Market (ROA). Focus of research: education and inequality.

The transition was so intense not because of Maastricht, says Dronkers, but because of Florence. "It was the most stimulating environment I've ever experienced, both in terms of colleagues and students. And that quite apart from the sheer beauty of Tuscany and Italy." After eight years, his contract came to an end. So what made him come to Maastricht? "Rolf van der Velden from the ROA asked me: 'Why don't you come and work for us?' I'm 65 years old and basically retired. Maastricht University made me a good offer. They created a professorial chair that fits the things I'm working on and I'm interested in."

#### **A poorly educated partner**

The chair is called 'International comparative research on educational performance and social equality'. And that is exactly what Dronkers is involved in: education and inequality. Question: Does poor performance in education lead to social inequality, or does social inequality lead to poor performance in education? "Both", says Dronkers. "There's a certain inequality between social classes. This leads to unequal educational performance – there's no doubt about that. But unequal educational performance

also leads to unequal social opportunities. My favourite line has always been: if you're poorly educated, chances are you will find a partner who's also poorly educated. And I can guarantee you: this is not good. The best thing is to have a well-educated partner. There are two important mechanisms that play a role in the transferral of inequality: the transfer from parents to children, and the life partner choice. You're more likely to survive an illness if you have a well-educated partner than if you have a poorly educated partner. We may not like this fact, but there's nothing I can do about that. That's not what I'm here for."

It appears that certain education systems can either weaken or strengthen this inequality. The Dutch system, for instance, seems to strengthen it due to the Cito exam, which streams children into higher- and lower-level education at an early age, and due to what Dronkers calls "the lack of correction possibilities". By this he means, for example, the fact that it is difficult to move up from the VMBO level (preparatory secondary vocational education) to HAVO (higher general continued education). "Ritzen limited those possibilities during his term as Minister for Education."

## Calculate

Dronkers: "Studying education and inequality is the core of what I do. But if this study brings to light a different subject worth pursuing ..." For instance, his study on inequality led to research on divorce, nobility and education opportunities for migrants. When you talk about migrants in the Netherlands, you soon find yourself on a fairly explosive political playing field. Does Dronkers see a role for himself and his discipline? "Yes. First of all, I'm an empiricist. I don't comment on things; I calculate them. It's my job to quantify hypotheses and assumptions people have about things. So if they say, like the organisation 'Nederland Kiest Kleur' (The Dutch Choose Colour) recently did, that 'the educational deprivation of migrant children is caused by the poor environment from which they come', then I say: I'd like to calculate that. And the outcome would be: Yes indeed, the poor environment is a cause - but not the only cause. The country of origin also plays a part. One immigrant is not the same as another. A Chinese immigrant does considerably better than a comparable native of the country, while a Moroccan student does worse."

Another question could be: What country is the best to emigrate to? There's one clear answer to this question: Don't go to Europe. And especially not to Scandinavia. This is because the welfare states are very well regulated – which is a good thing of course, but at the same time it means that people can be marginalised very easily. "The best option is to go to Australia, New Zealand or the United States. If there's no other choice, go to the United Kingdom. That is in Europe the best place to be because its labour market is the most liberalised in Europe. This means that there are a lot of crappy jobs with lousy pay and there's a lot of inequality, but it does offer the immigrant much more opportunities. To quote our internationally renowned football coach Johan Cruyff: every advantage has its disadvantage."

*Jaap Dronkers is professor of International comparative research on educational performance and social inequality at Maastricht University. He was visiting scholar at the Max-Planck Institute for Human Development and professor of Social Stratification and Inequality at the European University Institute in Florence. He is one of the organisers of the European Network for the Sociological and Demographic Study of Divorce. In 2009 he achieved the Professor Leune Award for his contribution to educational innovation. Contact: [j.dronkers@maastrichtuniversity.nl](mailto:j.dronkers@maastrichtuniversity.nl)*



Jaap Dronkers

## ROA

*The Research Centre for Education and the Labour Market (ROA) is a research institute of the Maastricht University School of Business and Economics, and aims to improve the understanding of the relationship between education and the labour market.*

*ROA's research activities are divided into three programmes: Dynamics of the Labour Market, Education and Occupational Career and Training and Employment.*

*ROA's efforts intend to make a significant contribution to both academic and societal discussions on the effects of knowledge and skills acquired in education and in other learning situations on occupational careers, performance within organisations and the development of the economy.*

*Contact: T +31 43 388 36 47. Website: [www.roa.nl](http://www.roa.nl)*

## Launch Chemelot Campus

Maastricht University (UM) intends to launch a research and education facility in Sittard-Geleen: the Chemelot Campus. On 10 March, DSM, the province of Limburg and Maastricht University/ Maastricht UMC\* signed a letter of intent in which they express their desire to further develop this open innovation campus. UM hopes to launch a new Bio-based Materials master's on this campus in conjunction with research possibilities. Plans have been made to draft a joint master plan which will further develop all ideas. The campus will offer possibilities for the Faculty of Health, Medicine and Life Sciences (FHML), the Maastricht School of Business and Economics (SBE) and the Faculty of Law. Chemelot Campus should become an open innovation community. This means that corpora-

tions welcome external researchers and encourage their own researchers to visit other companies. Chemelot Campus is not only open to DSM's R&D, but also welcomes researchers from other companies, from the university and from the Hogeschool Zuyd, which already has its own walk-in lab. Start-up companies can also profit from Chemelot's knowledge, industrial facilities and environmental license which allows them to market their products more quickly. The activities at Chemelot largely focus on developing new materials: from synthetic car bumpers or DSM's multifunctional Dyneema fibre to fishing nets and bullet-proof vests. Chemical processes form the basis for the development of these materials. Biomedical materials are also becoming increasingly important, such as materials



that could be used to replace cartilage. Chemelot was originally DSM's industrial area. DSM's transition from bulk chemicals to fine chemicals also prompted a transformation in the nature of Chemelot.

Photo: Signing the letter of intent. From left to right: standing Maria van der Hoeven, Minister of Economic Affairs, and Sjraar Cox, Mayor of Sittard-Geleen. Sitting Jos Schneiders, President DSM Netherlands BV, Jo Ritzen, President Maastricht University, Jos Hessels, Vice-governor for Economic Affairs, Province of Limburg, and Guy Peeters, CEO Maastricht University Medical Center\*

## Euro\*MBA within the TOP 4 in the world

The Euro\*MBA, a consortium programme of 6 universities including Maastricht University, has been rated within the top 4 worldwide in distance learning education by The Economist (24 February 2010). The Euro\*MBA was awarded a rating of Excellent for the programme content and Good for the effectiveness of

distance learning elements and quality of fellow students. The programme shares the top positions with Instituto de Empresa (Spain) and Thunderbird School of Global Management (U.S.).

The rating published by The Economist evaluates distance learning programmes

run by the 100 business schools that participate in its MBA ranking. The report includes a list of the 13 best schools based on criteria regarding programme content, quality and effectiveness of online materials, students' opinion on the faculty and their classmates, return on investment, et cetera.

## European Innovation Scoreboard 2009

The European Commission (EC) has recently published the 2009 European Innovation Scoreboard (EIS). The EIS report was prepared by Hugo Hollanders from UNU-MERIT (a joined research and training center of United Nations University and Maastricht University) for the EC's Directorate-General for Enterprise and Industry with support from the EU's Joint Research Centre, the Science Policy

Research Unit (SPRU), Birkbeck College, University of Urbino and the Centre for Science and Technology Studies (CWTS). The EIS provides a comparative assessment of the innovation performance of EU Member States. Until 2008, most Member States were steadily improving their innovation performance. The economic crisis may, however, be hampering this progress. Early indications show that

the worst hit are Member States with lower levels of innovation performance, potentially reversing the convergence process witnessed over recent years. Meanwhile, the latest statistics show that the EU is having difficulty in catching up with the US in innovation performance, although it maintains a clear lead over the emerging economies of Brazil, Russia, India and China.

# Alum Dewi van de Weerd travels the world as a diplomat

By Jos Cortenraad

Dewi van de Weerd studied Law and Arts & Culture at Maastricht University, and it was here that she laid the foundations for a blossoming career in diplomacy.

Since 2007, Van de Weerd has worked in Paris for the Dutch delegation at the Organisation for Economic Co-operation and Development (OECD). “It’s a wonderful job in a spectacular city. We live next to the Jardin du Luxembourg. I pass the river Seine and the Eiffel Tower on my way to work. I never get used to it. I actually think I appreciate it more and more every day.” Unfortunately, there is ‘bad’ news for the 1996 UM alum. In 2011, she will be sent to a different city for a new challenge. “That’s how it works in diplomacy: you get relocated every four years. I might be sent to the US, with Obama in charge now – that would be interesting. Or perhaps to Asia. We already spent four years in China and have good memories of our time there.”

## Journalism

In fact, Van de Weerd (1972) very nearly chose a different career path. “Back when I was studying, I combined two programmes in Law, specialising in Maastricht. First, I got my master’s in International Law and Human Rights. But my real passion was Arts and Culture. As part of that programme I did an internship at the parliamentary desk of the Dutch NOS radio, and was able to continue working in Hilversum after that. This was a great job and journalism really seemed like my thing.” Her career as a radio reporter lasted for

four months. The invitation to join the diplomats-in-training at the Ministry of Foreign Affairs brought her journalistic ambitions to an end, and turned her life upside down. She met her husband there, and since 1997 the diplomacy couple has been moving from one job to the other. Now they also have three children to travel the world with.

## Information

As an embassy counsellor at the OECD, Van de Weerd is responsible for, among other things, press contacts and public relations. “So there’s still a connection to journalism. But I’m mainly involved in energy, climate and sustainability, and I try to make sure that policymakers in The Hague get the relevant information - reports, research papers produced by the OECD and such. At the same time, the OECD needs information and views from the Netherlands as input for their policy analyses and regular peer reviews. The OECD evaluates countries based on enormous amounts of data. The reports carry a lot of authority. I act as a kind of information broker and I interpret the information.”

Does Maastricht still play a role in your life? “I have good memories of my student life there. The Problem-Based Learning system taught me how to tackle complex issues, and



Dewi van de Weerd

the two different study programmes gave me a broad grounding. I’m still in touch with some of my university friends. Our sorority is holding a reunion this year. And our dinner club, Koshi, which is made up of old members of the student association KoKo, is also very much alive and kicking. We all cook together at least twice a year and go to a nice restaurant once a year.”

Maastricht University (UM) has landed two Vici grants: one for professor Christian Weber's arteriosclerosis research, and one for professor Karin Bijsterveld's historical 'listening' study. Valued at

€1.25 million, Vici is the most important grant on offer through the 'Renewal Impulse' (Vernieuwingsimpuls) of the Netherlands Organisation for Scientific Research (NWO).

# Vici grants for arteriosclerosis and sound research

By Femke Kools and Lucia Geurts

Christian Weber holds the Molecular Cardiology chair at RWTH Aachen University and a professorship at UM's School for Cardiovascular Diseases (CARIM). He was awarded the Vici grant for his project proposal 'Putting the brakes on arteriosclerosis'.

## Malfunction

A healthy body has a very clever mechanism for clearing out detrimental substances. For instance, if there is too much fat in the blood vessels, white blood cells (macrophages) will actually eat this excess fat. "You can already see this in babies who drink fatty mother's milk", says Weber. "If everything goes according to plan, the macrophages simply do their job and then disappear again." Macrophages are controlled by chemokines, which are small proteins. The problem arises when these chemokines tell the macrophages to settle in the vascular wall instead of disappearing from the blood vessel. The macrophages form plaques, which may cause clots that roam around through the bloodstream. A blood clot can

become so big that it closes off the entire blood vessel, exactly where the plaque is. The consequence: a heart attack, a stroke or a pulmonary embolism. Scientists have the important task of finding out why those chemokines give off the wrong signals, and how this can be prevented. "Of course you can fight them with antibodies", Weber suggests, "but this will also affect the good signals that chemokines give off. As a side effect, the immune system will stop functioning. So we're on the hunt for a treatment that eliminates the bad qualities of the chemokines, but not the good ones."

## Heteromers

There are approximately 50 chemokines. Why so many? Do these proteins all have a specific task or function? Weber and his colleagues published an article on this in the scientific journal *Nature Medicine*: "Certain chemokines appear to reinforce one another; they have what you might call a synergetic interaction. They form the compound units known as 'heteromers'. In certain infections, for instance, a cocktail of ten chemokines is active. We focus on these heteromers. First we analyse their structure, then we add peptides.

Christian Weber



Peptides are molecules that can serve as a building block for proteins. The key is to establish where in the structure those peptides are active. The ultimate goal is to fight and prevent arteriosclerosis.”

#### **Industry**

The first results are positive and the industry has shown interest, according to Weber. “We’ve set up a

small business called Carolus Therapeutics. It’s important that we capture the peptides in small molecular units, wrapped in a synthetic structure. From there, the step to actually creating a medication is a very small one. We’re still doing tests on mice, and the preliminary results are looking good. We hope to do our first tests on humans in 2011.”

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## **Karin Bijsterveld is professor of Science, Technology and Modern Culture at the Faculty of Arts and Social Sciences. She has received a Vici grant for her research project ‘Sonic Skills: Sound and Listening in the Development of Science, Technology and Medicine (1929-Now)’.**

She systematically studies where listening has been used in science, from the 1920s onwards. She also looks at what the results were, and when ‘sonification’ was replaced again with visual data. “The development of the stethoscope has been closely linked with the development of knowledge about lung diseases. But when doctors talk with their colleagues, visual representation tends to be prioritised again. Why is this visualisation so important in science?”

Karin Bijsterveld has long been fascinated by the phenomenon of ‘sonification’: the presentation of complex datasets in sound rather than in tables or graphs. The supporters of sonification form a small but growing group in the academic world. “Sonification puts the basic values in science up for debate”, says Bijsterveld. “It’s interesting to see where sonification can be used and why it has emerged again.” Her study focuses on four different listening methods, including ‘diagnostic listening’. “What skills do you need for the various types of listening? What new knowledge does it yield, and why is listening often replaced with visuals? What role does technology play in this? We look at that in the Netherlands, England, the United States and Germany.”

#### **Engineers and car mechanics**

The study has been set up in a broad and very systematic manner. To find out what role listening played in different areas at different times, the researchers will focus on things like trade magazines for engineers and car mechanics. “There, they discuss among themselves how they listen; they describe how noises sound and what they might mean. And we plan to talk with



Karin Bijsterveld

‘experience experts’ from different fields and periods of time. In the hospital you have patient handover reports, in laboratories you have log books, and ornithologists for example use journals.”

#### **Sound designers**

With this research, Bijsterveld hopes to offer new insights into the history of scientific innovation, but also into everyday sound innovation. The research team is collaborating with sound designers. “Loud sounds are associated with power. Some designers want to move away from this, but are finding it hard to have their approach accepted. For example: The prevailing attitude is that ‘if a car doesn’t make much sound, it can’t possibly drive fast’. This is culturally determined: we learned it this way. It’s important to have more insight into this.”

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# The art of preserving art

By Margot Krijnen

Ever heard of 'found art'? It is installation art made from found materials, such as disposed household waste. But imagine that an empty milk carton in one of these objects starts to rot and smell awful. How would you, as a museum curator, handle it? Replace the milk carton with a fresh one – if available? Take another milk carton and process it to prevent it from deteriorating? Or simply try to ignore the smell and leave it as it is for the sake of authenticity? Vivian van Saaze addresses these and other questions in her dissertation 'Doing Artworks – A Study into the Presentation and Conservation of Installation Artworks'. Under the supervision of professor Renée van de Vall, Van Saaze is involved in a project that is changing the perspective of art conservation.

When in 1998, Vivian van Saaze graduated from the Faculty of Arts and Social Sciences (FASoS), she was already intrigued by this rather undeveloped research area. "I noticed that there was hardly any discussion in museums about the conservation of installation art. There are fixed guidelines for restoring traditional artworks. But what to do with works of art that consist of different elements or that use modern technology? Should they be reinstalled in their original state or is there room for change? Should technical elements be replaced by their modern versions?" In her dissertation, Vivian van Saaze looks at the installation work by Miguel-Ángel Cárdenas: '25 Caramboles. A Birthday Present for a 25 Year Old' (1979). It originally consisted of three large monitors on a wooden construction that looked like a billiard table. In 2003, at the exhibition '30 years of Dutch Video Art', this same work consisted of flat-screens and a real billiard table. The artist was involved in the reinstallation of his work and explicitly wanted to use modern flat-screens instead of the old-fashioned monitors. He wanted his work to evolve alongside technological advancements. But doesn't such a change affect the experience evoked by the work of art?

#### **Who cares?**

In 1997, the Netherlands Institute for Cultural Heritage (ICN) and the Foundation for the Conservation of Contemporary Art in the Netherlands (SBMK) organised the symposium 'Modern Art: Who Cares?', one of the first international symposia that specifically dealt with the problems of conservation and restoration of modern art. A major direct result of this initiative was the formation of the International Network for the Conversation of Contemporary Art (INCCA). But, most importantly, it was the first time that the theme of preserving and reinstalling modern works of art, and the built-in meaning of used materials was set on the international agenda. As museums and professionals have become increasingly interested in this theme, a follow-up event will take place in June. This symposium, called 'Contemporary Art: Who Cares?', will allow specialists in the area to present what they achieved over the past ten years. "We will present our research programme 'New Strategies in the conservation of contemporary art'. One of our objectives is to reflect on the practices in museums and to build bridges between practice and academic research."

#### **Evolution of an artwork**

"Curators and restorers are increasingly working together as these 'behind the scenes' conservation decisions very much affect the way installation artworks are presented in museums", says Vivian van

Saaze. "Do we have to preserve their authentic state? Doesn't an object change constantly?" According to van Saaze, it is important to gain an insight into what happened with an object over the years. How its presentation changed as it was moved from one exhibition to another. "We must study its history, its career. And shouldn't we give visitors of the museum information about the object? Wouldn't it be interesting to let them know how the artwork evolved over time and which discussions influenced this development? I think in some cases it could really enhance our understanding of installation artworks."

#### **Fascinating**

Van de Vall and Van Saaze will continue their research over the next four years by taking part in the programme 'New Strategies in the conservation of contemporary art'. It is a joint research project of Maastricht University, the ICN and the University of Amsterdam, funded by NWO (Netherlands Organisation for Scientific Research). Van de Vall: "We hope we can formulate guidelines that will help museums deal with objects of a transient nature. This has many philosophical implications. For instance, by chemically preserving a donut in an installation artwork made from food products, aren't you changing the entire meaning of the work? Isn't it the artist's intention to present the donut as something edible? I find it fascinating!"

*Vivian van Saaze obtained her MA in Arts and Culture from Maastricht University in 1998. Since 2001, she has participated in several research projects concerning the presentation and preservation of contemporary art carried out by the Foundation for the Conservation of Modern and Contemporary Art, ICN, and the Netherlands Media Art Institute/Montevideo. Contact: vivian.vansaaze@maastrichtuniversity.nl*

*Renée van de Vall studied sociology and philosophy at the University of Amsterdam. She started working at FASoS in 1993 where she holds an endowed chair in Art and Media. Van de Vall's research focuses on philosophy of art and aesthetics, specifically on the construction of spectatorship in contemporary visual and new media art; on the theory and ethics of contemporary art conservation; and on processes of globalisation in contemporary art and media. Contact: r.vandevall@maastrichtuniversity.nl*

# BioMedbooster: 'One-stop shop' for business development

By Lucia Geurts

The valorisation of research is a hot topic that academics can no longer avoid. Their findings must, wherever possible, be translated into societal, economic or financial value. But commercialisation is not the academic's first priority – and valorisation is something else entirely. This is set to change now that *BioMedbooster* has arrived on the scene. A 'technology transfer office' initially set up for the benefit of the Maastricht Academic Hospital (azM) and the Faculty of Health, Medicine and Life Sciences (FHML), it has since grown into the 'one-stop shop for business development' for the whole university.

In 2003, the seeds for a 'technology transfer office' in Anglo-Saxon style were sown in Maastricht as part of a collaborative initiative of the City of Maastricht, Maastricht University (UM), the azM and the NV Industriebank LIOF. With financial backing from the Province of Limburg and the Ministry of Economic Affairs, the idea soon began to take concrete shape. And in April 2005, *BioMedbooster* became a reality.

## Patents

*BioMedbooster's* work was initially rooted in patent applications by FHML researchers. It quickly demonstrated that it was able to take the time-consuming and specialist work involved in patent applications out of their hands. "Scientists want to do what they're good at: science", says

Hera Lichtenbeld. A graduate of Health Sciences at UM, Lichtenbeld is as Director Technology Transfer involved in the project right from the very start. "Visionary", is how she describes the initiative that led to *BioMedbooster's* establishment. "We were the first company in the Netherlands to get involved in this way with the commercialisation of scientific findings."

So what does *BioMedbooster* do for scientists? Lichtenbeld: "We team up with scientists to see whether it makes sense to apply for a patent for their findings. Does their result fulfil the three requirements: is it new, in other words not published elsewhere by anyone else in the world, is it inventive and is it applicable for the market? Many ideas are great but are

simply not applicable. Take for example the finding of a new cellular mechanism. If you can't demonstrate what you can do with this new mechanism - improve diagnostics, for instance, or help to develop a new medication - then you need to do some more research first." What are the benefits of having a patent? "In the first place, it protects your invention", says Lichtenbeld. "And in the second place, it can pay off in a financial sense; provide an extra source to help finance your research. This is increasingly important now that the usual sources of funding are drying up more than ever. The patent stays with the knowledge institution, and any revenue finds its way back to the inventors, even if the finding is exploited by another company."



Henri Theunissen



Hera Lichtenbeld

### From idea to business

According to Henri Theunissen, Managing Director of BioMedbooster since November 2009, BioMedbooster has become “the one-stop shop for business development” for the whole university. “Our core message is ‘from idea to business’. We offer the full package: from applying for the patent to doing a licensing deal or setting up a company to exploit that patent. We set up a business plan. We also make sure you have starting capital, help with your subsidy applications and talk with potential investors. We also provide members of the supervisory board for the new company. When it comes to the development of further technology, we work closely with the business world.”

Nine fixed project leaders and a “whole array of consultants” do the actual work, people, who understand how business works in all kinds of fields. The project leaders are there to guide scientists through the whole process, from start to finish, including legal advising. For example: “Researchers have international networks. When they use one another’s materials, a ‘material transfer agreement’ is brought into play. Our advice: drop by and see us before you sign it. Because before you know it, you’ll have given your results away. That’s what you’ll find in the fine print.”

### Output

BioMedbooster already has a decent number of patents and business activities under its belt. Six companies are currently in the pipeline, two of which are primed and ready for start-up. And that number will increase substantially, if it’s up to Theunissen. “Valorisation is of paramount importance, including at UM. In the near future universities will be judged not only on their publication output, but probably also on their commercial successes.”

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## Examples of valorisation

### ACS Biomarker & FABPulous BV

ACS Biomarker is aiming to discover and develop biomarkers to improve the prognosis and management of cardiovascular disease. Several biomarkers have already been out-licensed to the American biopharmaceutical company, BG Medicine. FABPulous BV emerged from the collaboration between researchers from the UM research school CARIM and the company MeDaVinci Plc. It produces and sells quick diagnostic tests that can identify a heart attack within minutes. BioMedbooster coordinated and supported the setup of both companies.

### 2stagepromo

The Department of Marketing and Supply Chain Management of the Maastricht School of Business and Economics (SBE) has developed an algorithm for directing marketing strategies of companies. This algorithm can be used to predict a customer’s purchasing behaviour, and to tailor their promotions for the individual customer. A study in a Belgian supermarket chain has shown that this can lead to a considerable increase in sales. BioMedbooster is exploring the commercialisation of this algorithm. 2stagepromo is the temporary name of this project.

# Too fat: to the psychologist or to the dietician?

By Graziella Runchina

Self-control. This is where it often falls apart for obese people who struggle to lose weight, and then to maintain their new weight. So help is needed, says Anita Jansen, professor of Eating disorders at the Department of Experimental Clinical Psychology. And not only in the form of dieticians, but more importantly from cognitive behaviour therapists. Wim Saris, professor of Human nutrition at the Department of Human Biology, takes a different view.

Anita Jansen is convinced, the problem must also be treated within the mental healthcare industry in the Netherlands (GGZ). She works together with colleagues such as Sandra Mulkens, lecturer at Maastricht University and psychotherapist at the regional institute for mental welfare (Riagg Maastricht).

They have carried out research into the psychology of obesity, and have also investigated the effects of cognitive behaviour therapy in obese people.

“Obesity is caused by more energy being consumed than is actually used up”, explains Jansen. “The biggest problem is eating too much. Naturally, an individual’s environment and genetic predispositions can facilitate this behaviour. But ultimately, you need to learn to deal with the genes and the environment without continually falling back into excessive eating behaviour.”

#### Behaviour

Obese people are more impulsive and more sensitive to immediate rewards than people who are not overweight. What’s more, they are less sensitive to the long-term negative consequences of their weight. Jansen: “There’s still widespread misunderstanding that if something is hereditary, then nothing can be



Sandra Mulkens and Anita Jansen

done about it. Some people may indeed have an inherited preference for tasty foods, or an inherited biological tendency to be somewhat heavier. But there are also people, with an inherited predisposition to depression. In cases like that, we don't say: 'Sorry, can't do anything about it'. That's exactly the sort of case where we need to help people function in today's society as well as they possibly can, be it with or in spite of their genetic burden."

The researchers concluded that, for the majority of the people they studied, putting on weight is related to the regulation of behaviour. "Many people don't want to hear this conclusion", Mulkens says. "Because it means that you can't just blame your 'bad genes' anymore - which has long been a crutch that bigger people tend to lean on." It came as no surprise, then, that the publication of the Maastricht researchers' theory in the Dutch journal *GZ-Psychologie* gave rise to considerable controversy. "We received lots of hate mail, but also many messages of support from overweight people."

#### **Imbalance in energy throughflow**

Wim Saris is one of the people caught off guard about the proposition that obesity should be treated by mental healthcare specialists. Saris is project leader of DIOGenes. This is a large-scale European study in which academic institutions examine the relationship between obesity and genetic factors. Although he certainly sees useful points of departure in Jansen's and Mulkens's approach, he considers it "far too strongly focused on the behavioural side of obesity. Behavioural therapy could play a role in the approach towards obesity", he says, "but I definitely don't think we should put all our eggs into that basket."

According to Saris, many people forget that being overweight indeed has a genetic background. "Everyone who is overweight has an imbalance in their energy throughflow. Put simply: you use up less energy than you consume in food. What we've seen in recent studies is that one person will put on weight faster than another although they eat the same and exercise the same amount. How one body can be three times more efficient than another when it comes to this use of energy is something that we still don't know. Though there are clues, such as being able to burn certain fat cells faster, which our group recently reported on in the *New England Journal of Medicine*."



Saris suggests that the genetic component in obesity is not something to simply write off. "Our genes have stayed the same for thousands of years, while our environment is changing at a rapid pace. In prehistoric times no-one was too fat, simply because there was too little to eat and you had to work hard for what you got. Now that this is no longer the case, these genetic differences are coming to the fore. In research on twins and adoption, around 60% of the differences in weight can be attributed to the genetic background. That's a high percentage, compared with many other characteristics."

"Indeed it is", says Jansen. "Some people have a genetic vulnerability, and that's something that is difficult to manage in today's society because food is all too easy to get our hands on. But that's precisely the issue. How can someone learn to deal with their genes and the constant stream of calories that are on offer?"

#### **Dietician AND psychologist**

"No matter how you look at it, people who gain weight easily simply have to be able to resist the temptations in their environment if they want to lose weight or maintain it at a certain level", says Mulkens. "And it is precisely here that the importance of cognitive behaviour therapy comes into play. People can learn to deal with 'difficult situations' and their own weaknesses. A psychotherapist can help them with this by teaching them to view their own eating habits, appearance and self-image differently. Overeaters themselves are often unaware of their bad habits. Research shows that therapy from both a dietician and a psychologist is the best method to prevent obese people from falling back into their old behaviour."



Rik Frehen

# The Great Mirror of Folly

By Jules Coenegracht

Taking lessons from the past may be a risky way to spend your time and may often lead to the wrong conclusions, but the tale Rik Frehen (PhD) tells about the history of financial bubbles is food for thought at the very least. In January, Frehen graduated from the Maastricht University School of Business and Economics with his PhD dissertation 'Financial Risk Management: From a Global to an Individual Perspective'. In his study, he and co-authors Will Goetzmann and Geert Rouwenhorst, both professors at Yale University, look into the speculative bubble of 1720.

'Speculative bubble', it is termed, because that is how - in hindsight - many people saw the trade in various new shares which became popular around that time. Besides the speculative bubble, other bubbles have burst over the centuries, such as the tulip mania of 1637, the railway mania of 1850 and the very recent dot-com bubble of 1995-2000. "If you put all of these bubbles in a row, you start to see a blueprint", says Frehen. "It all starts with something new that people get excited about. They want to invest in it, they buy shares, and so the prices rise and keep on rising. But there's always a moment when even the biggest enthusiast starts to wonder: 'Is this still okay?' People start to sell their shares, the value of those shares plummets and the bubble bursts. There are always people who - in hindsight - shout 'I told you so, I knew it was madness. It just couldn't go on like that'. It's just too bad that those people don't put their forecasts in writing during the bubble. Afterwards, people want someone to point their finger at. They demand that measures be taken, that something be done immediately. And so another part of the pattern is that completely the wrong measures are taken. For instance, after the 1720 crisis France decided that it would be best to do away with that new paper money. And that having a central bank was also a bad idea."

#### **The year 1720**

The speculative bubble of 1720 is interesting for various reasons. First of all, this bubble is considered to be the classic example of irrationality and speculative greed. Second, Frehen

and his co-authors discovered new details in the Royal Library which give a clearer picture of that bubble. As Frehen points out, bubbles often start with an innovation. In the lead-up to 1720 there were two innovations. The first was the introduction of modern insurance companies. Before 1720, the financial risk of large companies - for example when sending out a trade ship - was usually carried by three or four rich merchants. Even very rich merchants were only able to insure just a couple of ships. This all radically changed when the first modern insurance companies were established. Because these companies started to issue shares that were sold to many people, the risk for the individual shareholder was a lot smaller and much more capital was drawn in, making it possible to insure more ships. Everyone agreed that this was a marvellous idea, and so bought shares in the new insurance companies - with all the subsequent consequences. The second innovation of 1720 can be found in the trading business; partly thanks to the trade triangle from Europe via Africa to America, the trade with America became very lucrative.

#### **Not just folly**

"Putting financial bubbles down to folly and greed alone is premature", says Frehen. "We should ask ourselves what the rational background is. What factors feed the bubble?"

In 1720 the answers would have been the introduction of modern insurance companies and innovations in trade. In 1995, it was the introduction of the internet. From the bubbles pattern, we can also conclude that even

though taking measures immediately in order to prevent a new bubble is understandable, it may also be very unwise. Frehen: "Obama wanted the bankers to pay for the crisis. This is understandable, but it doesn't solve the crisis. You first have to answer the question: What is fundamentally wrong with our financial system? It's essential that you really take the time for this." Frehen estimates, it would take up to 10 years. Only free of the 'Zeitgeist' you can see what was really going on. And only then you will be able to make sensible decisions.

*Rik Frehen studied Econometrics at Maastricht University. He conducted part of his research while attending Yale University as a post-doctoral fellow. His work was presented at various international conferences and universities, among them Harvard University, Yale University and Stockholm School of Economics. In October 2009, Frehen joined the Finance Department of Tilburg University as an assistant professor. Contact: r.g.p.frehen@uvt.nl*

## SBE students win Case Competition

A student team from the Maastricht University School of Business and Economics (SBE) has won the 2010 CBS Case Competition, organised by Copenhagen Business School (SBE).

The CBS case competition is an undergraduate competition for twelve selected business schools from all over the world, during which the students are to solve a realistic business challenge.



The SBE team consisted of Martin Rezaie, Bas van Diepen (coach), Lena Sablotny, Daniel Moll and Clemens Happ (photo from left to right). Among this year's strong contestants were the University of Melbourne, the National University of Singapore and the George

Washington University, all SBE partner universities.

This is SBE's second consecutive case competition win, after last year's victory at the Thammasat Undergraduate Business Challenge in Bangkok.

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## ROA report on MBO campaign

The campaign to encourage MBO (intermediate vocational education) students to continue their studies has paid off - 15 percent of the exam candidates were positively influenced by the campaign. This is one of the main results in the report of the Maastricht University Research Centre for Education and the Labour Market (ROA), entitled 'MBO-diploma in tijden van crisis.

Doorleren of werk zoeken?' (MBO certificate in times of crisis: continue studying or look for a job?) In view of the economic crisis, secondary schools developed a programme (School EX Programma) aimed at motivating students following the Dutch MBO track, and taking their final exams in the Summer of 2009, to continue studying. The goal of this project was

to fight youth unemployment, which is currently on the increase.

The ROA research also shows that the campaign had more impact on graduates of low-graded tracks and on young people from non-Western origin. In fact, many non-Western people decided, in 2009, to carry on studying and intend to complete their studies.

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## Just a gut feeling?

For general practitioners (GPs), reason and feeling go hand in hand when it comes to making diagnoses. However, many can record a moment when their intuition spoke louder than reason and directly influenced clinical decisions. Just a gut feeling? According to Erik Stolper, who has recently defended his PhD dissertation entitled 'Gut feelings in General Practice', intuition should be taken seriously.

Even though there is little scientific evidence about the diagnostic and prognostic value of gut feelings, GPs sometimes base their decisions on them. In fact, gut feelings, especially when related to a sense of alarm are commonly perceived by general practitioners in Europe. Together with other researchers, Stolper has conducted qualitative research with focus groups. This has resulted in descriptions of gut feelings,

a list of the main determinants and a consensus on the meaning of the two forms of gut feelings, the sense of alarm and the sense of reassurance. Researchers from Maastricht University, the University of Antwerp and the University of Hannover have established an international research agenda to further study and improve the diagnostic meaning of these feelings.

Student teams of the Maastricht Faculty of Law (FL) keep scoring high at international pleading competitions. During such moot courts, teams would work intensively on a hypothetical court case, prepare written

submissions, and finally plead on behalf of their parties against other universities in front of benches of judges, advocates-general, or law professors.

# Law students successful at moot courts



## ELMC

Four students from the Faculty of Law have won the bilingual European Law Moot Court Competition (ELMC) in Luxembourg, one of Europe's most famous and prestigious pleading contests. The Maastricht team consisted of Adrien Gabinaud (Master in Globalisation and Law), Iona Ebben (Master in European Law School), Julian Grosse (Master in International Laws), and Ranish Sijben (Master in European Law School). (On the photo from left to right). Their coaches were Hildegard Schneider, professor of European Migration Law, PhD candidate Katarina Eisele, Anja Wiesbrock and Elise Muir, both lecturers in European Law. The case was related to EU migration law and EU anti-discrimination legislation. During the finals, the Maastricht students were rated as the best team. This followed on from their semifinal success early this year in Madrid, in which they won the prize for the best written defence. It is the fifth time that a FL team wins this competition.

The participants were assessed by an expert jury, composed of eight members of the EU Court of Justice (judges as well as advocates-general). The Maastricht team defeated contenders from Zagreb and Lyon, as well as the Irish Law Society team. In the semifinal in Madrid, they had already beaten teams from the European University Institute in Florence, the College of Europe in Bruges, the University of Vienna, Utrecht University, the University of Aix-en-Provence, and elsewhere.

This latest ELMC performance carries on a long line of victories. Since 1997, the various Maastricht teams have reached the final nine times, and brought home the overall trophy five times.

*View the webvideo of the finals on the website.*

## ELSA

Another student team of the Maastricht Faculty of Law has qualified for the final Oral Rounds of the prestigious ELSA Moot Court Competition on WTO (World Trade Organization) Law. The final took place in May in the Dominican Republic, too late for publicizing the results in this magazine.

The European Regional Round, which the students won, took place in March at the Katholieke Universiteit Leuven, Belgium. The team consisted of the students Barbara Cooreman (MA Globalisation and Law), Hannah Huell (MA International Laws) and Jasmin Hundorf (MA European Law) and academic advisors Valentina Vadi (Lecturer in International Law) and Leïla Choukroune (Assistant Professor in International Economic Law). Amongst other teams, they beat King's College London. In addition, Barbara Cooreman won the prize for the Best Orator.

The case this year has a specific focus on the TRIPS Agreement, intellectual property and public health. ELSA (European Law Students' Association) is the world's largest independent law students' association. It comprises a membership close to 30.000 students and recent graduates who are interested in law and have demonstrated commitment to international issues.

The Maastricht Faculty of Law has built a considerable reputation in the international moot court competition circuit. The faculty encourages students to participate and offers them coaching and training. Participants are quite enthusiastic. "It is a pretty serious game. You have to be well-prepared. We learn a lot, not only about proceedings and how to handle cases. We also learn how to behave in front of a court", according to the students.



Peter van den Bossche

# A passionate professor in the centre of economic power

By Jos Cortenraad

Peter van den Bossche, professor of International Economic Law at Maastricht University, was appointed judge at the World Trade Organization (WTO) in late 2009. This is a top judicial position for which only one European is eligible. With thanks to Maastricht University (UM), where Belgian-born Van den Bossche will continue his professorship. “No matter how great this WTO position is, I’d consider quitting teaching a very high price to pay.”

Van den Bossche is itching to start his first court case at the Appellate Body. This is the WTO’s highest judicial body, a college of seven judges from all continents of the world. His first case will likely concern a complaint from the United States against the European Union about the controversial state support the EU has been giving to aircraft producer Airbus. With the

stakes as high as €200 billion, it would be a great case for a debutant to sink his teeth into.

“You can say that again. Of course, it’s not certain yet whether there really is going to be an appeal in that case, but the media is already assuming there will be. Naturally, not every case involves this much money

or such a major clash between two economic superpowers. In other cases, for example, you might see a developing country taking on a superpower. It might only involve a couple of million then, but to me those cases are just as important. The point is that countries are getting the chance to seek justice in this world.”

### **Stern judge**

Van den Bossche (1959, Antwerp) is more friendly Belgian than stern judge, but together with his colleagues at the WTO head office in Geneva, he is leaving an important footprint on world trade. He chooses his words carefully, but still talks openly. He recognises that there is still a lot of work to be done before world trade can be considered ‘fair’. “World trade generates prosperity. But how is this prosperity divided at the national level? We judges have no say in this side of world trade, but we’re not blind to it either. It is our task to determine whether or not the current regulations of international trade law are being followed. We have to interpret the WTO treaties and sit in judgement on the trade disputes brought before us. We obviously have to do so in a completely independent and unbiased manner.”

### **Power**

The Appellate Body wields a great deal of authority and power. “The WTO now has 153 members who represent 98% of world trade”, says Van den Bossche. “The disputes between WTO members often concern politically very sensitive matters such as national legislation for the protection of public health or national policy measures in support of the domestic economy. A WTO member cannot escape from the legal power of the Appellate Body to settle these disputes. Moreover, compliance with the rulings of the Appellate Body can be forced by means of trade sanctions.”

Van den Bossche has found himself right at the centre of the economic power. Surely it must be the icing on the cake of his career? “I can’t deny it. It’s a top position but, above all, it is a heavy responsibility. A year ago I would never have even dreamed of this. But it has happened, and I’m proud of that.”

### **Maastricht**

It is not possible to apply for Van den Bossche’s position. You have to be asked and then nominated. “I was first nominated by the Belgian government and then by the European Commission as one of the candidates from the European Union. After a demanding international ‘election campaign’, the WTO members appointed me. I’m certain that my career at Maastricht University has been a contributing factor. I got all the space I needed

to make myself known in this field of international law. The Board of the Faculty of Law and the Executive Board of the University have always supported me. Most important has been the support of my colleagues. Without that a lot of the things I’ve achieved just wouldn’t have been possible.”

Maastricht holds a special place in Van den Bossche’s heart. “Teaching is my passion. I love acquainting students with international economic law and, most of all, challenging them to think about the sometimes difficult balance between free trade and other societal values. I’d hate to have to give that up.” Maastricht University, too, would undoubtedly consider that a great loss. Only a handful of European universities are home to someone in such a high position. What’s more, Van den Bossche is the director and the driving force behind a new master’s programme, the Advanced Master in International and European Economic Law (IEEL).

*Peter van den Bossche is professor of International Economic Law at Maastricht University. He graduated magna cum laude from the law faculty at the University of Antwerp. He obtained his LLM at the University of Michigan, and his PhD at the European University Institute in Florence. Van den Bossche has also worked at the European Court in Luxembourg and the WTO in Geneva. Contact: p.vandenbossche@maastrichtuniversity.nl*

## International & European Economic Law (IEEL)

*The Advanced Master in International and European Economic Law (IEEL) meets the labour market’s increasing demand for lawyers specialised in international and European economic law. The programme includes courses on international trade law, international investment law, international commercial law, international commercial litigation, international intellectual property law and policy, European internal market law, European competition law and EU external relations law.*

*The programme also includes simulation exercises on EU legislative and judicial processes and on WTO negotiations and dispute settlement. Field trips to international organisations and European institutions as well as a series of Distinguished Guest Lectures are an integral part of the IEEL programme.*

Alexander Sack, researcher at the Maastricht Brain Imaging Center (M-BIC) has developed an extraordinary method of brain research: a combination of Transcranial Magnetic Stimulation (TMS) and imaging via an fMRI scanner. With TMS, Sack can temporarily stimulate and disturb the brain in specific locations. Using the scanner,

he can see exactly what happens. Brain manipulation sounds creepy, I wanted to experience the effects of this process myself. It's okay: there is no damage from the experiment - other than contamination with the virus of scientific enthusiasm. Carrier of the virus: Alexander Sack.



# The compensating brain

By Lucia Geurts and Femke Kools

First the technique: the TMS device is about the size of a large human hand, and about three centimetres thick. It can be shaped like a butterfly, a disc, or a slice of cake, depending on where it is to be applied. More than 10,000 volts of electricity are sent through a thick copper cable to the magnetic pole inside the device. The electrical impulse flashes through the spool and in less than a millisecond a powerful electromagnetic pulse is built up and released. This penetrates all tissues, even a hard skull, exactly to the area of the brain where Sack wants it to be.

## Jumping hands

My hands rest on the desktop in front of me. I am calm and completely conscious and have full control over everything that I do. At least, that's what I think. Alexander Sack holds the blue TMS-butterfly against the right side of my head. I hear a click that sounds like a stapler, and at the same time my hand makes an involuntary, strange jump. This is repeated several times and my hand jumps higher or lower, while now and then my cheek throbs, or my eyelid blinks intensely. It doesn't hurt, but it's definitely strange. Unfortunately,

the scanner cannot be used during the interview. Otherwise I could see what was happening in my head – which part of my brain causes my hands to jump.

## Compensation

In 2003, Alexander Sack received a Veni grant for research on the combined use of TMS and fMRI, and for the establishment of a TMS research laboratory. In 2006 a Vidi grant followed, funding research on how the brain processes stimuli connected to spatial orientation. "For example, we show test subjects in an fMRI scanner

two analogue clocks. One is set at 10 minutes to two, the other at five minutes past five. They have to decide which clock presents the greater distance between the hands. We can see on the scanner which parts of the brain are active. Image formation takes place on the left side of the brain, and spatial deciding on the right. By disconnecting certain parts of the brain, we can see which areas are essential for a designated task. If you disconnect the left side, image formation is immediately taken over by the right side. But it doesn't work in reverse. Our research also showed that, if you stimulate an area with TMS, other areas a little farther away are also stimulated. This tells us which networks are involved in doing a designated task. It enables us to map the various functions of each part of the brain."

### Stroke

In brain research, progress is measured in small steps. In particular, finding new funding takes energy and perseverance. Alexander Sack is relentless. Recently he asked for a subsidy from the European Research Council. "With this grant, I'd love to do research on the way TMS works in relation to stroke. Following a stroke, brain functions stop. For example, if a certain part of the left half of the brain is affected, people simply lose all regard for the right side of the world. They eat only what lies on the left side of their plates; men shave only on the left side, and so on. In a healthy situation the two halves of the brain try to keep each other in balance. But if half of the brain is affected by a stroke, the balance is

thrown off. By using TMS to make the healthy half a bit weaker, temporarily, the difference between the two halves is smaller, and the affected half of the brain is more easily brought back into balance. Via fMRI we can see how the system works. So we can devise a method to manipulate the plasticity of the brain, and push it in the right direction. We don't damage anything, and we don't add anything. We train neurons to follow another path, and to work with each other. Research shows that this helps rehabilitation."

### Collaboration

Alexander Sack collaborates – among others – with University College London, one of the most important teams working with the simultaneous use of fMRI and TMS. Sack also

has contact with neurologists in Washington. "They are interested in hearing about possible clinical applications of our results. Hopefully I'll soon be receiving funding to take this to the next level."

*Alexander Sack is associate professor at Maastricht University and head of the TMS laboratory at the Maastricht Brain Imaging Center of the Faculty of Psychology and Neuroscience. He graduated at Frankfurt University (Germany).*

*Contact: a.sack@maastrichtuniversity.nl*

## M-BIC

*The Maastricht Brain Imaging Center (M-BIC) is a research center of the Maastricht Faculty of Psychology and Neuroscience. The research group is formed by the Department of Cognitive Neuroscience. This group has gained a distinguished reputation for performing leading-edge cognitive brain research and for the development of new analysis methods for MRI data. The know-how in the center extends from the development of methods and techniques for the acquisition and analysis of MR images to their application in testing cognitive theories of information processing. The fMRI analysis and visualization software package 'BrainVoyager' is developed by professor Rainer Goebel within this group and is used at present in more than 300 research sites world-wide. The group publishes regularly in high impact journals on the neural correlates of vision, audition, language, language abnormalities, attention and mental imagery.*



From left to right: fertilized egg-cell; embryo (3 days old) consisting of 8 cells; biopsy: removal of one cell for examination

# A fair chance for healthy offspring

By Joep Geraedts and Christine de Die-Smulders

Preimplantation genetic diagnosis (PGD) is a method for testing embryos for genetic defects or chromosome abnormalities before they are implanted in the uterus. It is an alternative for prenatal diagnosis and selective termination of pregnancy in couples with a high risk of transmitting an inherited condition, such as Huntington's disease or cystic fibrosis, to their children. PGD helps these couples decide at a very early stage whether they want to continue pregnancy, thus avoiding the difficult choice of abortion. The Maastricht University Medical Centre<sup>+</sup> (MUMC+) has the only PGD license in The Netherlands. A state-of-affairs by Professor Joep Geraedts, head and Dr. Christine de Die-Smulders, medical coordinator of the Maastricht PGD Centre.

PGD was introduced in 1990 by Alan Handyside in London. Five years later the Maastricht Centre got the license to practice PGD. Since then we have learned to diagnose many different diseases. These include so-

called Mendelian or monogenic disorders. For these disorders PGD can currently be offered with an extraordinary accuracy of as high as 99 percent. Also structural chromosome rearrangements such as

translocations are studied. In this case the aim is not only to minimize the risk of conceiving an abnormal baby, but also to reduce the rate of spontaneous abortions, which are quite common in these couples.

### One cell

Clinical application needed the introduction of human in vitro fertilization (IVF) and the development of methods for the genetic diagnosis at the single cell level. The latter is necessary since in the first days after IVF only one or two cells can be biopsied for diagnosis. To study the genetic disorders on the basis of the genetic material of one cell, very advanced molecular methods have been developed. The Maastricht PGD Centre has always been at the forefront of these developments. Furthermore, it has always been a prominent member of the European Society of Human Reproduction and Embryology (ESHRE) PGD Consortium, which was established in 1997. This Consortium is the only one in the world which collects data on the treatment. There is also a strong collaboration with Brussels, the largest center on the European continent and Strasbourg, one of the three French centers.

### Moral debate

The attitudes towards PGD vary substantially within Europe. Belgium and the United Kingdom are quite liberal in this sense, while the German speaking countries do not allow it. However, regarding the fundamental question as to whether PGD is morally acceptable the dominant view in Europe is that the early embryo has a relatively low moral value. On the basis of the increasing moral status, selective transfer compares favourably with selective abortion – after all, the foetus has higher moral status compared to an embryo. It is inconsistent to accept prenatal diagnosis, possibly followed by selective abortion, and to ban PGD. However, more specific questions arise about the indications and the conditions to be imposed.

### Cancer

One of the controversial issues is PGD for genetic defects with incomplete penetrance, which means that not all gene carriers will actually develop the disease. Furthermore, doubts about the moral acceptability of PGD increase if there are preventive or therapeutic options for the carrier. Both are the case in a number of hereditary tumours, more particularly

hereditary breast and ovarian cancer caused by gene mutations. This should be no surprise, as the life-time risk of breast cancer for a female carrier may be as high as 85% in seriously affected families, her risk of ovarian cancer as high as 60%. Periodic medical examinations aimed at early detection are not (entirely) reliable, while the preventive removal of the ovaries and amputation of both breasts is rather invasive and has adverse effects for quality of life. In May 2008, the State Secretary proposed to parliament to approve PGD for breast cancer. This proposal clashed with the fears of the Christian Union party for a slippery slope and embryo selection for ‘only a risk and not certainty of disease’. After one month the Dutch Government came up with a compromise, hereditary breast cancer was allowed but for new disease categories a national indication committee would be installed. This was done last year and the first decisions of this committee are now becoming available. Since then, the Maastricht centre has become known as the only one in the Netherlands, many patients have been referred, the first cases diagnosed and the first pregnancies free of hereditary breast cancer achieved.

## The Maastricht PGD Centre

*The Maastricht PGD Centre is the result of a combined effort of the Departments of Clinical Genetics (head Joep Geraedts) and Reproductive Medicine (head Hans Evers). The medical coordinator is Christine de Die-Smulders. Other main players are John Dumoulin (head of the IVF lab), Edith Coonen, who is supervising the chromosome diagnosis and Jos Dreesen, who is supervising the DNA diagnosis. After a period of basic development, the first treatments took place in 1995. The first child was born in 1997 and since then more than 1500 couples have been referred. After proper counselling about half of these refrain from treatment. At this moment 823 treatments have been done in 503 couples. This has resulted in the birth of 137 children.*



# Ad van Iterson: 'Sociology and literature feed each other'

By Loek Kusiak

He is a sociologist and assistant professor at the Maastricht University School of Business and Economics (SBE). He teaches students how people can best work together in organisations. However, Ad van Iterson feels like a writer first of all. His chosen field and Maastricht origins are often sources of inspiration and the cradle for stories with an historical character – like those he brings to us in '*Neem me mee*' (Take Me Along)\*, a novel about his youth.

Ad van Iterson relates how his sister-in-law, who worked for Philips, was precipitously fired. "Like people at the time of the industrial revolution were reduced to a hand. Although in the last 100 years, more has been invested in people, thankfully, so they can lead richer lives." This example can be applied to organisational theory, the subject that he teaches at the university. Van Iterson: "A purely sociological subject. Which people can you put together in an organisation or team? How do you get them to work together as well as possible? To the theory I add a touch of basic ethics. You can't just walk all over people. I want to give students a critical view." For students, Van Iterson considers his subject to be in part truck system, in part field preaching."

"It's quite new to look at organisations from a humanistic perspective. For example, what can a novel like Willem Elsschot's '*Kaas*' teach us about organisations? It's interesting to allow the bridge to literature into our department."

### Pottery factories

At the beginning of the conversation he said, almost guiltily, and perhaps in amazement about himself: "I am a working class boy from the Limmel neighborhood in Maastricht, now with a plush job and my own room at the university, having contacts all over the place. It's a slightly mixed feeling, when you have achieved more than many other people from your youth." He didn't grow up with literature. At school, required literature didn't grab him. He preferred to lose himself in popular science books like 'The Book of Power and Speed'. "It wasn't until I was 18 that I came to literature through a side door, through the works of Jack Kerouac and Herman Hesse."

The sociology student Van Iterson left behind the "dogmatic, Marxist" Nijmegen, which had no charm for him, and went to the University of Amsterdam, where, under the supervision of Norbert Elias, he was schooled in the cultural historical side of sociology. He also worked at the student paper, *Propria Cures*. After Amsterdam he returned to Maastricht. He did his postgraduate research on the history of the first pottery factories and on child labour in this city. This theme was also the subject of Van Iterson's third novel, '*De Citoyenne*' (The Citizen).

### Red thread

"The red thread in my working life is that sociology, writing, and literary ambitions cross and recross, feeding and influencing each other. I spend most of my time writing. I see myself in people who in spite

of or simply beyond their paid jobs see themselves as real writers. Slauerhoff was a ship's doctor, Bordewijk an attorney, Pierre Kemp, the Maastricht poet, worked in an office. He wrote his poetry on the commuter train."

Van Iterson feels himself to be 100% a Maastricht writer, strongly influenced by the local language, the typical spirit or sound of the city. "I really don't work with fantasy. I'd rather place my characters in the context of real experience. Close to the experiences and descriptions of ordinary people, sociological stories. That's what I like. But now I'm working, with equal enthusiasm, on a piece about gossip on the workroom floor. This will be a chapter in a manual about organisational culture."

### Youth without stress

He made his debut when he was 34 ("abundantly late") with a collection of stories. For the last 10 years he has had a regular column in the daily newspaper, *De Limburger*. Now he is 58 and, according to one recent review, his work is "in the calm of the literary storm a small but fine oeuvre."

It concerns three collections of stories, and his fourth novel, '*Neem me mee*' (Take Me Along), appeared last winter. In this 'autobiographical novel' Ad van Iterson returns to his youth in Limmel, changing from melancholy to wit. He looks with admiration on his father, who worked above ground at the state mine, Maurits in Geleen. He goes along with him on many adventures. His father died young, of a heart attack at 55, some days after his 25<sup>th</sup> anniversary at the mine. Ad van Iterson was then 13. His mother, always the pillar of the family, became senile in her old age and spent her last years in the psychiatric wing of the hospital.

"This is the best that I have written so far. Colleagues, friends, and recent reviews do agree. It is an ode to my parents and a book about getting older. A plea for experiencing youth without stress. I still experience things as a teenager. Often full of surprise. That is also one of the blessings of having children."

His next writing project? "Maybe a novel that takes place in the academic world, the travels, and conferences."

\* '*Neem me mee*', Ad van Iterson, 170 pages, edited by Nieuw Amsterdam

# Alumni

The contacts of the Maastricht University alumni circles are young professionals who have successfully found their way in the job market and who combine hectic schedules and home lives with working for the alumni cause. Up next in this series is Luc Deschodt, president of the new Alumni Circle Hasselt in Belgium.

By Isabel de Sousa

## Alumni Circle Hasselt off to a flying start

Recently, Hasselt became the place to reunite over 1,000 UM alumni living in Belgian Limburg. With its first meeting in late 2009, Luc Deschodt and other committee members\* are committed to providing a source of networking opportunities.

### Why did you start an alumni circle in Hasselt?

Until now, alumni circle Brussels was the only place where UM alumni could meet in Belgium. It struck me as odd since Maastricht is just a few kilometres away from Belgian Limburg and there are many students from this region studying at Maastricht University. So, to start an alumni circle in the heart of Belgian Limburg seemed the right thing to do. I contacted the university and everything was dealt with really quickly. We've been active since November 2009 and we're already the largest alumni circle outside the Netherlands.

### What are the goals of your alumni circle?

Through our alumni circle we'd like to achieve three goals. First of all, expand one's network. A regular meeting place for alumni is always an excellent opportunity for networking. Second, we want to focus on work experience exchange. How do people deal with certain issues and/or problems in other organisations? Sharing experiences and learning from each other is a valuable asset to everyone. Last but not least is social engagement – to chat informally over a drink and a few nibbles.



### What are your core activities?

We would like to organise two or three interesting and informative activities within our circle every year. We'd also like to have a joint activity with one or more alumni circles. We have had a wonderful opening's night. More than 75 alumni joined the festive meeting. Jo Ritzen, president of Maastricht University, did the official kick-off and media-performer Armand Schreurs gave a very humorous parody of the evening.

### How do you combine work, home life and the alumni committee?

Honestly, it has been easy to combine all these different aspects. We actu-

ally look forward to our monthly meetings – it's always nice to catch up with everyone. Work does run smoothly, all tasks have been divided among all committee members. Until now, we have had no problems. And as the Belgian prime minister said, "We'll cross that bridge when we get there". We're also very thankful for the support we receive from the Alumni Office. It organises the mailings and helps us whenever necessary.

*\* The committee Alumni Circle Hasselt consists of Tamara Willems, Alwin Snijders, Luc Deschodt, Katrien Vantilt, Marijke Vossen (photo left to right).*

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## Regine and Frans Adriaanse, expatriates in their own country

By Femke Kools

After graduation, many alumni move abroad, or at least to the ‘Randstad’. Some of them, however, choose to return to the Maastricht Region, several years later. This region offers interesting jobs at big companies such as DSM, Medtronic or APG. It has an international focus of the Meuse-Rhine Euregion and – last but not least – beautiful surroundings.

During his student days in Maastricht, Frans Adriaanse, financial manager at Medtronic Heerlen, regularly toured the hill country with his friends, in a Citroen 2CV. A splendid landscape, but the Randstad drew him after his graduation in 1995. “After studying in Maastricht for five years, I found it a bit small”, says Frans. He sought and found a dynamic international job at Cargill, an Amsterdam-based international provider of products and services in the area of food, agriculture and risk management. At the same time, he met his wife Regine Kraaij, currently a policy worker in energy for the province of Limburg. She graduated in 1996 at the Maastricht Faculty of Law. “I looked for a job in international European law. I found it at the Ministry for Housing, Spatial Planning and the Environment (VROM), first as a

trainee, later as an EU policy worker.” The couple moved in together in Amsterdam, where their first daughter was born in 2002.

### Abroad

After some years international experience beckoned. “It was Germany, which doesn’t sound very adventurous, but the job that Cargill offered was really interesting, so why not? Regine quit her job and we moved to a small village in central Germany.” Regine: “I went along. If the situation had been reversed, Frans would have given up his work to accompany me. Our second daughter was born in Germany. I chose taking care of our family and I truly value the years at home with the children.”

After two and a half years the question “What’s next?” arose. Back to

the Netherlands, or another foreign adventure? Cargill offered a position in Rotterdam, and so the Adriaanse family moved to Delft. Frans: “We knew from the start that we wouldn’t be staying long. We considered it as an expat assignment in our own country. Delft is very nice, but the surroundings didn’t appeal to us.” Regine: “We didn’t want our children to grow up in an urban environment. The peace and space that we experienced in Germany still drew us.”

### Good life

Finally we chose South Limburg, because of the good quality of life. Through an open solicitation, Frans found a great job as financial manager at Medtronic in Heerlen. In the summer of 2008 the Adriaanse family moved again. To Aalbeek, a small village, about fifteen kilometres from Maastricht. Six months later, Regine got her current job. “So to say, more tractors than cars drive through the streets here,” says Frans. Both can be at work in 15 minutes, with no traffic jams. Regine: “Our life has not gotten more quiet overall, as we certainly haven’t taken steps back at work, but thanks to the more peaceful surroundings our daily life feels less hectic than before.” Frans: “You can unwind more quickly in these surroundings, and relax more easily. I often experience a holiday feeling.”



Regine and Frans Adriaanse

# Alumni

## New team members

The Maastricht University Department of Development & Alumni Relations (D&A) welcomed three new employees. They introduce themselves.

UM Psychology alum, **Laura Buskens**, coming from Veldhoen+Company, believes that in her current position she can put much of her degree's theory and her marketing experience into practice, especially when it comes to communicating with people. As an alumni officer, she maintains contact with the alumni circles and is working on the development of the digital

alumni community. One of her goals is to make the community a success among alumni. She also helps expand the alumni network by, for example, motivating UM alumni to start alumni circles.

UM Law alum, **Sandra van den Tillaard** has experience in commercial matters and fundraising. She has

worked at ABN AMRO, Mercuri Urval and more recently as director of the World Music Contest. In her current position as Senior Fundraiser Sandra is responsible for fundraising from private sources for Maastricht University via the University Foundation Limburg/SWOL. This fund is currently launching an annual Alumni Fund for UM alumni and broadening its scholarship fund.

**Charlotte Evers** has worked at Maastricht University for 19 years. She started working as a secretary to the Board at the then Faculty of Health Sciences and then moved to the administration building at the Minderbroedersberg where she has worked for the last 11 years, three of those as second secretary to the President of the Executive Board. The network she has built over the years definitely makes her job as Alumni Office manager easier.

*Photo: the D&A team. From left to right: Veronique Theunissen, Nico Rasters, Charlotte Evers, Ine Kuppen, Jos Slijpen, Laura Buskens, Jos Kievits, Sandra van den Tillaard.*



## Annual alumni contribution

Over the last 45 years, the Limburg University Fund/SWOL has made an important contribution to the development of Maastricht University. Each year, projects set up by students and researchers receive more than €100,000 in contributions. The money comes from countless donors, testators and sponsors, and is directly and demonstrably used for the benefit of one of these projects. Donors can also sponsor scholarships, which are awarded to excellent students from all over the globe.

For donors to continue supporting the university in a world where competition is growing and governments are slashing their budgets, contributions must be given a structural form. For this reason, the University Fund would like to call upon all UM alumni, in line with the adage 'Involvement is your gift to society'. This has long been the norm at other universities in the Netherlands and in the Anglo-Saxon world. The aim is to introduce the donations from alumni in phases. This will allow each participating

alum to give to a good cause via a fund that has been set up as a transparent, independent and fiscally attractive legal 'person'; and moreover, a fund where alumni play a prominent role on the board. One possibility is to give a fiscally friendly, multi-year donation. Naturally, any donation you give will be spent – and spent well – on education and research, and therefore also on the quality of our society. The fund will report on its progress regularly.

# activities and services

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Alumni meet at the New Year's get-together in the famous Philips Lighttower in Eindhoven, 28 January 2010.



Alumni meeting in Brussels on 'AB InBev - a consolidator in the global beer sector with Belgian roots', 17 March 2010.



A cooking experience at the alumni 'cocktail dinatoire' in Paris, 14 January 2010.



Alumni Circle West-Brabant anniversary meeting, 14 January 2010.



# Company scholarships strengthen the position of UM in the region

By Joyce Larue

The University Foundation Limburg/SWOL has been established to raise funds for challenging projects that will increase the corporate and social presence of Maastricht University and contribute to the entrepreneurial knowledge economy. Internationally, nationally, and regionally.

The Venlo region is a notable example – a region where people have worked hard for sustainable development, and where there is plenty of support for development in the area of agriculture, food and logistics. This is also one of the first regions in the world where the cradle-to-cradle principle has been embraced, through which the growth of the regional economy will not come into conflict with ecology.

Maastricht University saw its chance here. In September 2009 UM Campus Venlo opened, and the first master’s programmes began: Global Supply Chain Management and Change (SBE) and Health Food Innovation Management (FHML). These programmes connect to the strengths and the needs of the Venlo region. Company scholarships strengthen the position of Maastricht University. Three examples:

**Horst aan de Maas**, a flatland community of 40,000 inhabitants, and strong in modern farming, gardening

and tourism. City councilman Leon Litjens: “We want to support the ambitions of Greenport Venlo. As a community we want to create certain conditions. And we find it important that knowledge and ability are linked to the economic ambitions of the region. It is important that we know how to tie good people to our community, people with the right skills. This is possible by creating and offering the right educational facilities in the region, like the two master’s programmes that are taught at UM Campus Venlo. We see the financing of three student scholarships as planting a seed; now we have to take care that it actually grows...”

Since its establishment in 1993, **Scelta Mushrooms in Venlo** has developed into a world market leader in the field of deep frozen mushrooms. Although Scelta Mushrooms is a relatively small firm, owner/director Jan Klerken decided to finance a company scholarship. “Passion must come from the region!

We decided at the beginning to be involved in the development of education in this region. Therefore we and others became involved in the two master’s programmes taught at UM Campus Venlo. Especially, because these programmes deal with agriculture and food, our business. By financing a scholarship we want to give a clear signal: you don’t have to be a multinational to support this kind of initiative!”

**The LLTB** looks after the demands of about 3,500 entrepreneurs from the Limburg agrarian industries. Bas Boots, manager of development, explains why LLTB offers a scholarship: “LLTB is closely involved in the development of Greenport Venlo. For agro and food, innovation is a relevant factor in creating distinctive power in the global marketplace. Food, health and sustainability are distinctive issues for agrarians and for LLTB. Financing a scholarship fits perfectly within the idea of stimulating developments in knowledge, innovation and entrepreneurship.”





## The beauty and the beast in the labour market

The influence of beauty provides food for thought not only for psychologists but also for economists. In his inaugural lecture, entitled 'Beauty pays', American professor Daniel Hamermesh reveals that attractive people earn more than unattractive people, and that companies

with attractive people in their sales department generate a higher turnover than companies with few or no attractive people in the same department. One of the questions he raises is whether the government should positively discriminate in favour of

unattractive people, because they – just like other minority groups – are being left behind in the labour market. Professor Hamermesh has recently accepted the Labour Economics chair at Maastricht University's School of Business and Economics.

## Honorary doctorate for Luc Soete

*The Faculty of Economics and Business Administration of Ghent University awarded a Honorary Doctorate to Luc Soete, professor of International Economic Affairs at the Maastricht University School of Business and Economics (SBE), and director of UNU-MERIT.*

Soete is one of the founders of the scientific research into the nature, origin, determinants and social consequences

of innovation, well before this was seen as crucial to economic development. It will come as no surprise that his work receives global recognition. This Honorary Doctorate is third in a line of awards. In 2002, Soete was awarded the MSM Honorary Fellow Award, and in 2006 he was awarded Commander in the Order of the Crown, a national decoration of Belgium. He obtained his first degrees in Economics and Development Economics in 1972 at Ghent University.



## MUNDO wins EU-tender for project in Malaysia

MUNDO, the Maastricht University Centre for International Cooperation in Academic Development, is going to carry out an EU project in Malaysia, in partnership with Nottingham University Malaysia Campus (UNMC). Through academic modules, networking between Malaysian and European scientists, seminars for businesses and government, and a (partly virtual) EU information centre, Europe is put on the map. For this purpose, the European

Commission provides a subsidy of €6,000. In this project, European academics will develop several Europe-related modules. At the same time, they'll build a relationship with their Malaysian counterparts. There will also be seminars for businesses and the government, and a blueprint for setting up a European knowledge centre in Malaysia will be prepared. For this project, UM employees have 28 months of work ahead of them. A conference on

European-Malaysian academic partnership has also been planned to take place in Maastricht in 2012. Little is known about Europe in South East Asia. Therefore, the EU wants to raise Europe's profile in this region, starting in Malaysia. The project's starting point is to train students, who are currently studying at Malaysian top universities, since they'll play a leading role in the development and economic growth of the country after their graduation.

## André Knottnerus new president of WRR

André Knottnerus, professor of General Medicine at Maastricht University, has been appointed Chairman of the Scientific Council for Government Policy (WRR). He has been professor of General Medicine at Maastricht University since

1988. Before that he was Vice-Chairman of the Board of Health from 1996 to 2001, when he became Chairman. He is also Chairman of the Medicine Section of the Royal Netherlands Academy of Arts and Sciences. In 1986, he was awarded a doc-

torate from Maastricht University for the development and implementation of clinical epidemiological research. He was Dean of the Faculty of Medicine from 1990 to 1991. He is also the editor of the Journal of Clinical Epidemiology.

## Grants



### TOP-grant for Luc de Witte

Luc de Witte, extraordinary professor at the Social Medicine department of CAPHRI (Care and Public Health Research Institute) has received a grant of €675,000 for a programme aiming the development of an innovative approach to support patients with diabetes or COPD in their self-management regarding physical activity. This makes use of a new technological tool and is based on shared decision-making and current insights into chronic disease management. The programme is part of a larger plan to develop a Centre for Care

Technology Research (CCTR) together with the University of Twente and TNO. This centre is to become one of eight national research centres on medical devices, within a national programme called NIG (new instruments for health care). CCTR is an extensive project with a planned budget of €62 million. The grant is awarded by ZonMw (the Netherlands organization for health research and development). This prestigious TOP-grant is awarded only occasionally.



### Marie Curie

Lisbeth Evers and Peter van Ruitenbeek (Neuropsychology and Psychopharmacology) and Jennifer Coelho (Clinical Psychological Science) have recently landed a Marie Curie research grant.

Alum Lisbeth Evers's (Psychology 2002) research proposal was entitled 'The interplay between the appetitive dopaminergic and the aversive serotonergic system in motivational control of behavior'. She will spend two years

carrying out her research at the Center for Functional MRI at the University of San Diego, California.

Alum Peter van Ruitenbeek (Psychology 2004) will carry out his research proposal (entitled 'The role of histamine dysfunction in sensory and cognitive deficits in schizophrenia') at King's College in London, where he will spend around 18 months.

Coelho's research proposal was entitled 'Cognitive distortions in eating disorders: Development and application of a model for thought-shape fusion'. The proposed project will investigate the mechanisms underlying cognitive distortions, and the role that thought-shape fusion (TSF) plays in eating disorders. This research is funded for two years, and will be carried out in Chambéry (France) at the University of Savoie, in collaboration with Professor Martine Bouvard.



# Email from China

By Rogier Creemers

I sweep my bag through security control. A press of black-haired people are thronging towards the escalators, sweeping me with them. Standing in line is a far dream, this is more being pushed along an unstoppable current. Doors open. A similar unstoppable current of people rushes out, colliding with the stream I'm in. I somehow manage to grab hold of a handle, which I will need for the next hour. And that merely covers a short distance on the map. Because this is the subway of Beijing, where everything is large and many.

Essentially, Beijing is a city of nearly 20 million people in a rectangle of 40 by 30 kilometers. It is busy, bustling, depressing, uplifting, charming, ugly, great and disgusting, all at the same time. If anything, it's fascinating enough to keep anyone enthralled. But why am I here? In recent years, Maastricht University has begun focusing on China as one of its target countries. In terms of student recruitment, it is starting to pay off, but another objective is to raise China-related research capacity within the university, in order to be able to conduct more joint projects and offer a number of China-related courses. At the moment, I'm spending half of a six-month stint in Beijing to conduct fieldwork for my dissertation, on Chinese copyright law, media regulation and international trade law. I can speak and read a bit of Chinese, which helps. Apart from the obvious benefits of being able to consult original sources (only a very small amount of Chinese regulatory texts and government documents are available in English), I don't really see how I would be able to live comfortably in Beijing otherwise. In a culture

which still calls itself the Middle Kingdom, and which values respect, speaking the language is the key to transforming from a superficial visitor to a welcome guest. The disappearance of the classic communist model raised the standard of living for many, but also destroyed the safe and stable system in which most people were at least ensured housing, education and care. At the same time, China does not yet have a functioning social security system. The struggle for life is the main theme for most Chinese. Essentially, China's growth model and political model is creaking, and – some would say – bursting at the seams. Because of this, China in general and Beijing specifically is wondrously chaotic and colourful. It is a city where old men take their geese for a walk, and where you can eat deliciously at every street corner – even on the street itself. Where the most impressive skyscrapers are being built and three new subway lines will be opened this year alone. Where the street corner may be a 15-minute walk away, and the pancake vendor hocks ear-splitting loogies (Chinese spitting). Many homes do not have running water or indoor toilets, and the individual citizen gets little or no protection from the government. Beijing is a city where people try to get by, in the most basic of forms.

*Rogier Creemers holds master's degrees in Sinology and Political Science - International Relations (both in Leuven). He has obtained a Chinese Language proficiency diploma at Beijing University. At Maastricht University he is coordinating the Euro-Asian Law and Business Programme. He is also a PhD fellow of the Institute for Globalisation and International Regulation (IGIR).*

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# The Cover

## Mural by Hadassah Emmerich in Bonnefanten Cloister (2006)

Maastricht University (UM) highly values the importance of putting art in and around university buildings. The university also wants to fly the flag for the preservation of cultural heritage. For this reason the UM has bought and restored several certified monuments in the centre of Maastricht.

There is an exhibition about the university's artworks on show in the hall of the administration building at Minderbroedersberg 4 in Maastricht.

There is also an art route available, passing by various artworks in and around university buildings.

The cover photo shows a detail of a mural by Hadassah Emmerich in the corridors of the Bonnefanten Cloister, Bonnefantenstraat 2, downtown Maastricht. This monument (1672) houses the UM Student Services Centre, UM Marketing & Communications and Observant, the independent weekly newspaper about UM.

Often Hadassah Emmerich paints murals in light, Mediterranean colours, picturing plants and coiling lianes which seem to take over the room. Her work is not intended to last forever, and this gives Emmerich the freedom to experiment and to make something which might be considered extreme.



## Profile

Education and research at Maastricht University is organised primarily on the basis of faculties, schools and institutes.

### Faculty of Arts and Social Sciences

- Politics and Culture in Europe
- Science, Technology and Society
- Science and Culture

### Faculty of Health, Medicine and Life Sciences

- School for Nutrition, Toxicology and Metabolism (NUTRIM)
- School for Cardiovascular Diseases (CARIM)
- School for Public Health and Primary Care (CAPHRI)
- School for Mental Health and Neuroscience (MHeNS)
- School for Oncology and Developmental Biology (GROW)
- School of Health Professions Education (SHE)

### Faculty of Humanities and Sciences

- Department of Knowledge Engineering

- International Centre for Integrated assessment and Sustainable development (ICIS)
- Maastricht Graduate School of Governance (MGSoG)
- University College Maastricht

### Faculty of Law

- Ius Commune
- Institute for Transnational Legal Research (METRO)
- Institute for Corporate Law, Governance and Innovation Policies (ICGI)
- Institute for Globalisation and International Regulation (IGIR)
- Montesquieu Institute Maastricht
- Maastricht Centre for Human Rights
- The Maastricht Forensic Institute (tMFI)
- Maastricht Graduate School of Law

### Faculty of Psychology and Neuroscience

- Graduate School of Cognitive and Clinical Neuroscience
- Clinical Psychological Science
- Cognitive Neuroscience (CN)

- Experimental Psychopathology (EPP)
- Neuropsychology & Psychopharmacology
- Work & Social Psychology
- Maastricht Brain Imaging Centre (M-BIC)

### School of Business and Economics

- Maastricht Research School of Economics of Technology and Organisations (METEOR)
- Research Centre for Education and the Labour Market (ROA), Foundation
- United Nations University – Maastricht Economic Research Institute on Innovation and Technology (UNU-MERIT), Foundation
- Limburg Institute of Financial Economics (LIFE)
- The Maastricht Academic Centre for Research in Services (MAXX)
- Accounting, Auditing & Information Management Research Centre (MARC)
- European Centre for Corporate Engagement (ECCE)
- Social Innovation for Competitiveness, Organisational Performance and human Excellence (INSCOPE)

Based in Europe, focused on the world. Maastricht University is a stimulating environment. Where research and teaching are complementary. Where innovation is our focus. Where talent can flourish. A truly student oriented research university.

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