

## "Entrepreneurs automatically associate Vlerick with innovation. We want them to have the same reflex with ING."

The ING Group is a global player in the financial services market. According to its share price value, ING is one of Europe's top ten biggest financial institutions as well as one of the top 20 worldwide. With a staff of 115,300, ING provides banking, insurance and asset management services to 60 million clients in over 50 different countries.

■ **In January 2006, ING renewed its Prime Foundation Partnership with Vlerick Leuven Gent Management School for another three years. What made ING choose Vlerick as a partner?**

**Mr Luc Vandewalle, Chief Executive Officer, ING:** "We have been a corporate partner of the school for the past six years, so we are well aware of the advantages this Partnership has to offer. Having close ties to a brand like Vlerick gives you credence as an innovator. For one thing, reputation is a key consideration that has significant impact on our clients as well as the students, who we see as potential ING employees. In addition, we firmly believe that the academic research our Partnership helps fund will deliver interesting results for us. Finally, the latest accreditations and rankings highlight the school's policy of continuous improvement, proof that they do indeed practise what they preach."

■ **As a Prime Foundation Partner, ING supports the new Research Centre for Credit Risk Management. Why?**

**Mr André de Kerchove de Denterghem, Secretary General, ING:** "We were not interested in signing on for a strictly board level partnership. To achieve your objectives, you need company-wide support, and that's exactly what we got when we asked our different departments and divisions to think about extending our joint collaboration. Everyone from Wholesale Banking to HR was ready to invest their time and energy in the Partnership, whether for academic reasons or for recruitment purposes. Indeed, ING is a major recruiter, with 669 new hires in Belgium in 2005, and even more planned for 2006. In any event, both departments clearly need direct access to graduates with management potential."



Mr Bruno Colmon, Managing Director ING; Luc Verbeken, Head of Corporate Marketing ING; Prof Dr Roland Van Dierdonck, Dean of Vlerick Leuven Gent Management School, Mr André de Kerchove de Denterghem, Secretary General ING; Mr Louis Verbeke, Chairman of the Board of Vlerick Leuven Gent Management School; Mr Luc Vandewalle, Chief Executive Officer ING

■ **What does the Partnership entail and what are the expected results?**

**Mr Luc Vandewalle:** "Our Wholesale Banking division regularly asks us to identify new and better ways of managing our economic capital. Our people have detected a high potential opportunity: they want to remain trendsetters in their specialty area, but they also realise how important it is to have a solid academic foundation. Through joint collaboration in the recently created Research Centre for Credit Risk Management, under the auspices of the Accounting & Finance compe-

tence center, we'll have access to the insights we need to support our positioning as an innovator. Of course, our team – led by Managing Director Bruno Colman, Head of Corporate Marketing Luc Verbeken, and Head of the Research Centre Prof. Dr Hubert Ooghe – will need time to carry out this research, but we're sure we're off to a good start."

**Info**

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