

INTERVIEW WITH MISTER ALEXANDER DEWULF

Synthesis of the interview

Regarding the duality of Mars & Mercury, Alexander Dewulf firmly believes that this duality is not mutually exclusive. It makes it possible to bring together military and industrialists to discuss a vast set of important subjects, for example the development of strategies, information management, "leadership", the development of contingency plans with regard to (future) pandemics.

Military and industrialists can indeed learn a lot from each other, by discussing and exchanging ideas and experiences.

Mars & Mercure Europe is certainly well suited to organize these exchanges on a European scale. To finance such events, why not ask CEOs of interested companies to subsidize these events, given the return on investment that these exchanges could generate for them.

Also, Alexander advocates Mercurians to join the ranks of Mars & Mercury, as long as they are interested in defence issues and share common values and standards.

Mars & Mercury Europe should not refrain from organizing discussions around military subjects and should contact multinational institutions to organize meetings on defence topics, such as Defence in Europe, military logistics in times of crisis and war.

Defence experience can indeed be of great importance and be very beneficial for multinational corporations.

How can Mars & Mercury Europe be better developed and how to act on the interaction of its members ?

Mars & Mercury must provide added value. That said, Mars & Mercury Europe should go beyond national responsibility of the different European circles, by setting challenges, while starting with the European countries ready to commit and avoiding competition between the different circles by taking into account the difference in culture of different countries.

Mars & Mercury Europe could thus identify, through national circles, companies ready to welcome militaries, young and old, to teach them the civilian way of seeing things. And the way around.

Mars & Mercury Europe could always identify, through national circles, companies ready to hire militaries who are close to retirement.

Visiting military infrastructures, making contact with military academies, integrating business clubs, organizing interviews and symposia with each country individually to discuss what they really expect from Mars & Mercury Europe are potential avenues for the development of Mars & Mercury Europe while not losing sight of the development of electronic platforms such as LinkedIn and a European website.

An extension of Mars & Mercury Europe to other European countries is also to be considered.

Several countries indeed want to get closer (again) to Europe, like Hungary, Portugal, the Baltic countries. Also, what is interesting to know is that several Eastern countries are trying to get closer to organizations and / or clubs similar to Mars & Mercury.

A few key words as a very synthetic summary :

- Adding value

- Realization of “lobbying” and “networking”
- Establishment of a link with associations of the same style, but with a different topic
- Recruitment of young members
- Work in collaboration with national circles, priority given to circles in favour of the European idea: Success breeds success.
- Bearing in mind : Offensive takes precedence over defence