

Masterclass International Business Development

Kigali, Rwanda, 10 August 2017



Similar to most countries in the world, opportunities for business growth for Rwandese companies can be realized via (further) internationalization.

International Business Development Academy, the Netherlands based - globally operating, organizes a range of (tailor made) Masterclasses and Executive Programs in International Business Development and International Entrepreneurship.

Rob van Nes MBA CIBDE (nl.linkedin.com/in/robvannes), author of Market Entry Strategy (2010), Doing Business in India (2016) and Managing your international business development (to be published Autumn 2017) will moderate a Masterclass International Business Development in **Kigali, Rwanda** on **Thursday 10 August 2017**.



This Masterclass (language: English) is designed for entrepreneurs and executives of companies willing to start exporting or to increasing their current international activities.

The following topics will be covered:

- Internationalization, why or when not
- Market selection models
- International market research
- Value Proposition
- International Business Cultures
- Introduction strategies
- Integration strategies
- Growth strategies
- Generic competitive strategies
- Greenfield, merger, acquisition or strategic alliance

Program:

09:30 - 10:00	Reception
10:00 - 13:00	Masterclass
Lunch	
14:00 - 17:00	Masterclass
17:00	Evaluation and networking

Venue: easy accessible location downtown Kigali
(location information will be send after registration)

Your investment: 1 day of your time and USD € 100
(can be paid in cash upon arrival)

Registration via www.ibda.eu/programs

Mr. Rob van Nes will be available for personal consultation on Friday 11 August.

Enquiries for a time slot via rvn@ibda.eu

For information about IBDA: www.ibda.eu

