



Your company is doing well in your home market and maybe even already active in some foreign markets. Time to (further) spread your risks, to improve on economies of scale, to follow your clients in their internationalisation and to grow. Join our program...

Ready for (further) International Business Development

In a 2-day in-company program, Rob van Nes takes you by the hand to further develop your knowledge and skills required to be successful in your international business development.

On the first day, you and your team will receive the theoretical basis in a for your team customized Masterclass International Business Development, covering the following topics:

- Ways to grow
- Value Propositions and sustainable competitive advantages in international context
- Models for product/market selection
- International market research
- Distribution strategies
- Site investigation
- Market segmentation
- Introduction strategies
- Integration strategies
- Generic competitive strategies
- Greenfield, merge, acquisition or strategic alliance





On the second day, the learnings of Day 1 will be used in a joint effort to sharpen your value proposition and sustainable competitive advantages and to design a growth plan for the markets of your choice, which could also mean further penetration in your home market.

At the end of the day you will find that some homework needs to be done, but no doubt the value proposition of your company or brand is sharpened, the strategic direction clear and the outline of the business or market entry plan ready for the next steps.

After the additional work, e.g. market research and option selection, has been completed, Rob provide you with detailed feedback on the plan.

Your investment

- 2 days with your Management Team
- € 4.900 (travel from and to Amsterdam and local expenses not included)

Rob van Nes is an internationally oriented strategist, specialised in value proposition (re)design, market entry strategies and route-to-market-strategies.

He has experience as Marketing Director for a worldwide leading British multinational and Managing Director of a global operating Dutch product developing company. Rob is involved in developing market entries for various business operations, advises Dutch and foreign multinationals in their international development strategy and he operates as interim MD at foreign branches of Dutch multinationals.

He is the founding partner of several international operating business concepts and has an extensive global network.

Rob examines MBA students graduating with internationally oriented theses, and is author of Market Entry Strategy (2010), Kunst en Vliegwerk (2014), Doing Business in India (2016) and The wheel of Value (2018). He has the Q-plus status of Business School Nederland International / The International Management Centres Association thanks to outstanding contributions to the development of the Action Learning Concept for management education. He has guided managers and entrepreneurs in their action learning process.

