



## International Business Development Academy Newsletter July 2014

### Welcome to IBDA

The International Business Development Academy (IBDA) is proud to present its first newsletter. Our global community of (upcoming) international business development executives is growing steadily. There is enormous enthusiasm for the IBDA formula and its content from all over the world. It confirms that international business development and entrepreneurship are not common practices that everyone can undertake, but are (science-based) disciplines that require specific competences. These competences are not included in the regular master education programs at universities and therefore there is gap between that what graduates have learned at universities and the actual and future demands of international operating organisations. IBDA is dedicated to close this gap and be the one-stop-shop for international business development and entrepreneurship.

The purpose of the IBDA newsletter is to keep you updated about the developments in our international community, of which you are an integrated part. We request you to forward and distribute this newsletter amongst your peers and in your own network to increase the awareness about IBDA and its value proposition.

Last, but not least, we would like to invite you to submit your ideas and postings on how we can improve this newsletter.

A warm welcome to our international community!

Prof. Dr. Dewanand Mahadew RM MIMgt CIBDE  
Rob van Nes MBA CIBDE  
Founding Members of IBDA

### Governance Structure & Council

IBDA is governed and supervised by two governing bodies: the Council and the Advisory Board. The Council comprise of the following members:

- Professor Philippe Laurent: UBIS University Geneva, Switzerland
- Professor Dr. Sunanda Sangwan: Shantou University, China
- Ass. Professor Dr. Stephane Girod; Henley Business School, United Kingdom
- Dr. Jan Siemons: Managing Director Netherlands Foreign Investment Agency
- Mr. Mauritius Wijffels: Entrepreneur & Lawyer at MELBA, United Arab Emirates



## Accreditation Mini-MBA International Entrepreneurship

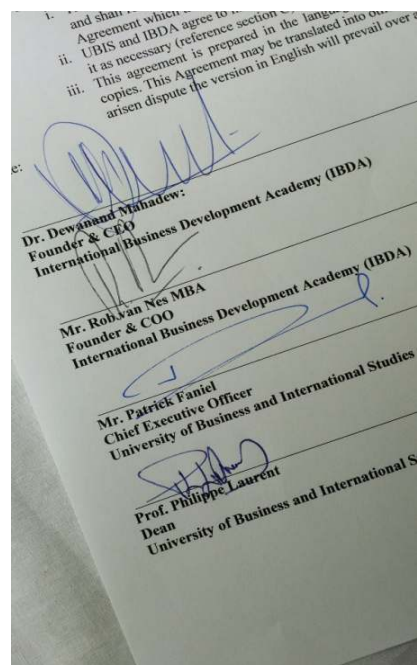
IBDA is proud to announce that the Mini-MBA International Entrepreneurship program has been officially approved by the University of Business and International Studies (UBIS) in Geneva, one of the most influential and prestigious business capitals of the world. UBIS is an international reputed university accredited in both Switzerland and USA. The accreditation carries a credit of 10 EC (European credits) / 6 CP (US credit points).



IBDA and UBIS have signed a partnership agreement for international academic collaboration and development of global executive development programs. The agreement entails that IBDA will offer customised Executive MBA programs to the IBDA community around the world.

Professor Dewanand Mahadew, dean of IBDA, and Professor Philippe Laurent, dean of UBIS, have stipulated a framework for inclusion of IBDA programs into the UBIS EMBA programs. This means that IBDA is in a position to assess and value the portfolio of every IBDA member and prepare an application file with potential exemptions in the EMBA program.

In the coming months IBDA will work on the development of various new Mini-MBA programs, such as international contracts & contracting, strategic alliances & partnerships, international sales & account management, etc.



## International Business 2020: Outlook

The official launch of IBDA was taken place on 19 September 2014. It will be an international event with participants from different countries and top speakers from around the world and across industrial & business sectors. Each of them will present a vision on the art of doing (international) business in 2020 and the roadmap from their perspectives. The program consists of two parts: a future perspective in the morning and a current perspective in the afternoon.

### Morning Sessions

The morning program will be structured along the following themes:

- Internationalisation Macro Trends
- Leadership in Transnational Management
- International HR Market Development & Trends
- Global Executive Education
- Key Emerging Markets 2020
- Management of Cross-border Transactions

### Afternoon Sessions

The afternoon session can be filled in by participants on an individualised basis with possibilities for:

- General networking: meet and greet people and explore potentials for business cooperation
- Presentation of your business to selected/invited participants
- One-to-one matchmaking sessions. Registered participants will have online access to the fellow participants and can invite/plan individual meetings

The event will take place in the Maitland Theatre of De Baak in Driebergen (max. capacity 278 participants).

The participation fee is € 175 (ex 21% VAT). **IBDA members will have free access to the conference.** Registration is possible through our website [www.ibda.eu](http://www.ibda.eu). For further information please contact us through [info@ibda.eu](mailto:info@ibda.eu).

## New Chapters

IBDA has already installed chapters, local ambassadors, in seven countries in the world. Chapters are local representatives responsible for organisation of local IBDA networking sessions and programs.

An overview of the IBDA international network is presented in the table below.

Current Chapters	Email
<ul style="list-style-type: none"><li><input type="checkbox"/> The Netherlands – Ondernemen.in</li><li><input type="checkbox"/> Spain – Iber Business Group</li><li><input type="checkbox"/> New Delhi - Sam Consultants</li><li><input type="checkbox"/> Mongolia – Royal International University</li><li><input type="checkbox"/> Ghana – Agatrade Ghana</li><li><input type="checkbox"/> Gambia – Agatrade Gambia</li><li><input type="checkbox"/> Rwanda – Fountain Advocates</li><li><input type="checkbox"/> Mauritius – Mindtree Consulting</li></ul>	<ul style="list-style-type: none"><li><a href="mailto:Netherlands@ibda.eu">Netherlands@ibda.eu</a></li><li><a href="mailto:spain@ibda.eu">spain@ibda.eu</a></li><li><a href="mailto:newdelhi@ibda.eu">newdelhi@ibda.eu</a></li><li><a href="mailto:mongolia@ibda.eu">mongolia@ibda.eu</a></li><li><a href="mailto:ghana@ibda.eu">ghana@ibda.eu</a></li><li><a href="mailto:gambia@ibda.eu">gambia@ibda.eu</a></li><li><a href="mailto:Rwanda@ibda.eu">Rwanda@ibda.eu</a></li><li><a href="mailto:mauritius@ibda.eu">mauritius@ibda.eu</a></li></ul>
Chapters under development	
<ul style="list-style-type: none"><li><input type="checkbox"/> East Europe: Russia, Czech republic, Poland, Hungary, Romania, Slovenia, Ukraine</li><li><input type="checkbox"/> Middle East: UAE, Qatar, Oman</li><li><input type="checkbox"/> Asia: Azerbaijan, China, Singapore, Hong Kong, Taiwan, Malaysia, Vietnam</li><li><input type="checkbox"/> South America: Brasil, Chili, Peru, Columbia</li><li><input type="checkbox"/> Caribbean: Trinidad, Barbados</li><li><input type="checkbox"/> North America: Mexico, USA, Canada</li><li><input type="checkbox"/> Africa: South Africa, Nigeria</li></ul>	

If you, or your business partners, would like to undertake an IBDA chapter please let us know.

All chapters are of importance for IBDA and our international community, however our chapter in Mongolia, Royal International University, is quite remarkable. Mongolia is developing itself gradually and IBDA is proud to be able to contribute to the local development. You all are invited to explore what you can undertake in this beautiful country.

The signed agreement with Royal stamp was received by IBDA last week and the Mini MBA International Entrepreneurship program will be delivered in Ulaanbaatar in October this year, before the start of the cold winter.

## Last Chance to use our Introduction offer

15 July is the final day of our membership introduction offer. For applications (total fee € 300) submitted before 16 July, the enrolment fee of € 125 will be waived. This means that you can become a certified IBDA member until 31 December 2015 for € 175 only. Visit our website [www.ibda.eu](http://www.ibda.eu) to know more about membership requirements and the benefits of being a member.



To,

The Director  
International Business Development Academy,  
Ploen 23, 2211 MK, Noordwijkerhout  
Netherlands

Subject: Agreement for IBDA Chapter- Mongolia

Dear Mr. Rob,

Please find attached herewith the hard copies of the Chapter Agreement. copies for the same but this is for our record purpose.

Please keep one signed copy with you and return a copy to us.

Thanking you

Regards

  
Ambarish Pandey  
Representative: Royal International University  
Ulaanbaatar, Mongolia.

## IBDA Membership Benefits

IBDA membership is an international passport to the future. It enables you to profile yourself and continue to learn in an effective manner.

Enhanced status & profiles	
Designated qualification	<ul style="list-style-type: none"> <li>Letters after your name specifying your international business development competences</li> </ul>
Increased confidence and self-awareness	<ul style="list-style-type: none"> <li>Traceable Certificate and competences supplement</li> </ul>
Connected, up-to-date, one step ahead	<ul style="list-style-type: none"> <li>Postings about trends &amp; developments</li> <li>Discussions / Community interactions</li> <li>Bi-monthly newsletters / Articles &amp; publications</li> </ul>
Benchmark skills & identify needs	<ul style="list-style-type: none"> <li>Advice through assessments</li> <li>Participation in interactive sessions</li> </ul>
Competitive & stand out from the crowd for jobs	<ul style="list-style-type: none"> <li>Designated qualifications, up to date knowledge and skills</li> </ul>
Worldwide exposure	<ul style="list-style-type: none"> <li>Registration as international business development consultants, accessible for international recruiters</li> </ul>
Enhanced current performance	
Better performance in current workplace	<ul style="list-style-type: none"> <li>Connected to like-minded professionals</li> <li>Access to international organisations for projects &amp; business opportunities posted on IBDA portal</li> <li>Partners to enter foreign markets opportunities</li> <li>Co-creation projects</li> </ul>
Low cost global reach	<ul style="list-style-type: none"> <li>Low barrier contacts for easy, quick &amp; low cost access to foreign markets</li> </ul>
Multinational connectivity	<ul style="list-style-type: none"> <li>Participation in IBDA activities in different countries around the world</li> </ul>
Infrastructure to build the best teams	<ul style="list-style-type: none"> <li>Post vacancies on IBDA portal</li> <li>Recruit from a pool of certified/qualified international business development professionals</li> </ul>
First class business support	<ul style="list-style-type: none"> <li>Search for local partners in ICP</li> <li>Professional consultancy by IBDA</li> </ul>
Enhance personal skills & future perspectives	
Real specialism in international business	<ul style="list-style-type: none"> <li>Masterclasses / Networking / Post graduate level programs / Executive MBA programs</li> </ul>
Better communicator and mindfulness skills	<ul style="list-style-type: none"> <li>Interactions with professionals from all over the world</li> <li>Dedicated leaning programs</li> </ul>
Effective Continuing Professional Development	<ul style="list-style-type: none"> <li>Compact, competency based programs, designed for international business development executives</li> </ul>
An indelible mark	<ul style="list-style-type: none"> <li>Articles &amp; Publications / Participation in Special Interest Groups / Active participation on the Annual IBDA Summit. The first summit will in 2015</li> </ul>



## Agenda

The Mini-MBA's International Entrepreneurship in The Netherlands (May) and Madrid (June) were appreciated and valued by participants in a very positive way. Participants (international executives, managers and consultants) have indicated that the program addresses exactly the issues that they need to master in their daily business operations.

After the Summer Break IDBA has planned the following Mini MBA sessions:

- Delhi: 8 & 9 September + 27 October
- Istanbul: 9 & 10 October + 4 November
- Mumbai: 30 & 31 October + t.b.a.
- The Netherlands: 6 & 7 November + 16 December

We expect to be able to announce the dates for Ulaanbaatar, Ljubljana, Accra, Kigali, Dubai, Moscow, Teheran and Mauritius shortly.

Please check our website for the program leaflet and to register or for further information.



[www.ibda.eu](http://www.ibda.eu) - [info@ibda.eu](mailto:info@ibda.eu)

