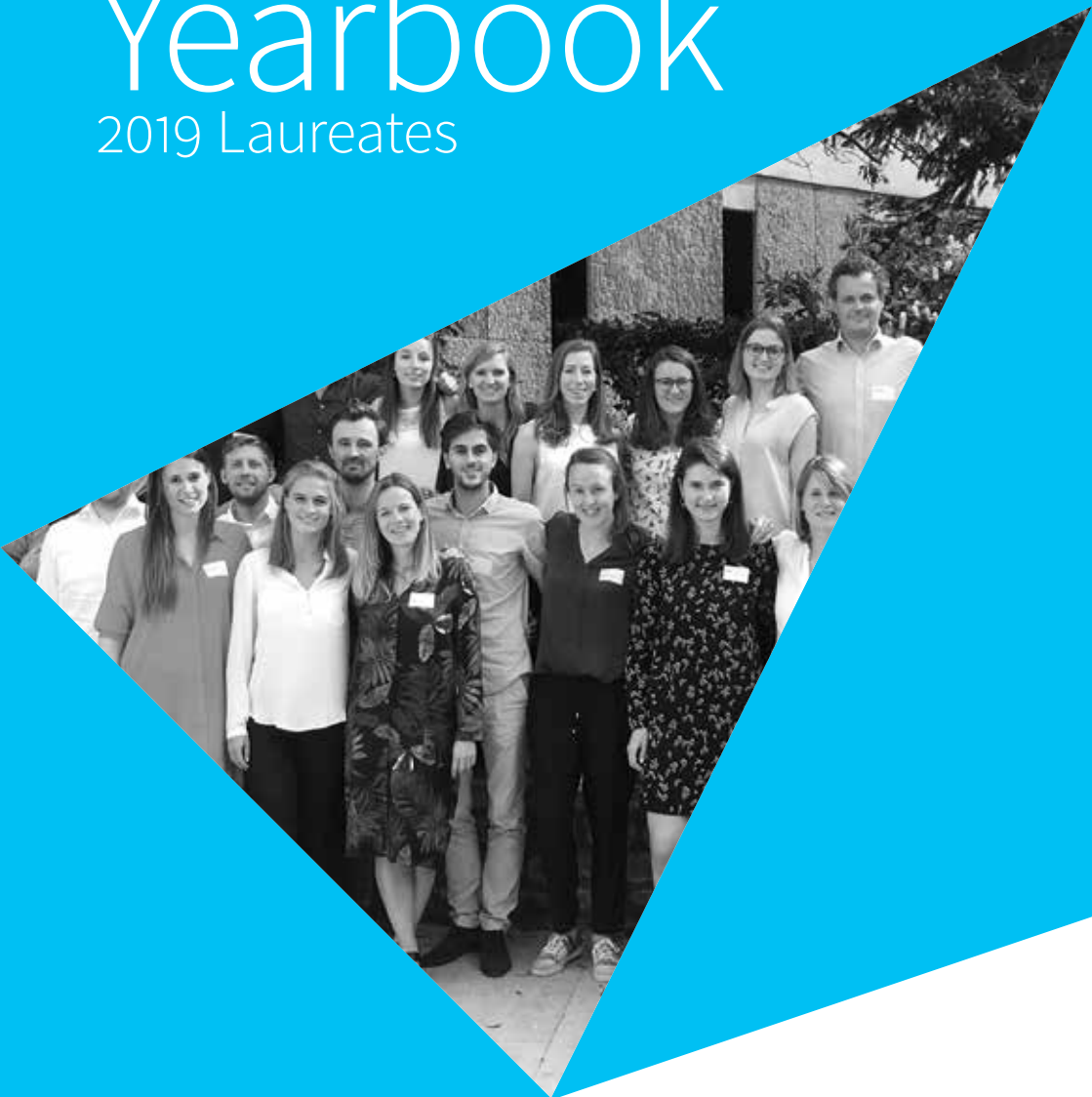


2020 Yearbook

2019 Laureates



Prince Albert Fund
managed by the King Baudouin Foundation



Dear friends of the Prince Albert Fund,

The mission of the Prince Albert Fund (PAF) is to help young talented professionals discover and **develop their true international leadership potential** and so contribute to the development of the Belgian economy, companies and international business. PAF has been successfully fulfilling this leadership development mission by matching the opportunity of a life changing, entrepreneurial experience overseas, with the opportunity for Belgian companies and organizations to access selected high-potential talents to enable business development projects. The current context, impacted by the ongoing pandemic and lock down recession, highlights the relevance of the Prince Albert Fund. We indeed need resilient, self-aware and adaptable leaders with a broad vision and the ability to successfully collaborate across cultures.

In 2019, 16 Laureates have seized the PAF opportunity and join the ranks of over 450 PAF Alumni. Please join me in congratulating the new Laureates! Enjoy browsing through their stories and learning about the companies that have set them up for success in their business development missions.

Following the PAF expansion of the last few years, the PAF Board and management are focusing on enhancing the experience for all PAF stakeholders, on increasing the diversity of the candidates, on accelerating their leadership journey. The offering is evolving to meet the rapidly changing needs of trainees and companies alike. Over the last three years, a full one third of the PAF projects have been digital products and services. The ongoing crisis illustrates the value of learning to cope with a VUCA world, a term that has definitely migrated from management books to reality for all.

I would like to dedicate this 2020 Yearbook to the memory of Count Michel Didisheim, co-founder and active supporter of the Prince Albert Fund and Honorary President of the King Baudouin Foundation, who passed away a few months ago. Michel Didisheim was a visionary man deeply attached to the need for environmental action and societal change.

We would like to thank HRH Princess Astrid who has been offering us her continuous support since she took the patronage over from her father 5 years ago.

PAF was built for moments like this, to grow our future leaders and foster collaboration across borders.

Stay well and best wishes,

Emmanuel Caeymaex
Chairman Prince Albert Fund



Prince Albert Fund
managed by the King Baudouin Foundation

► Our Steering Committee

The Steering Committee of the Prince Albert Fund is responsible for its strategic direction.

Composition of the Steering Committee (2020)

Chairman

Emmanuel Caeymaex, Executive Vice President, UCB, Alumni 1994

Members

Valérie Busquin, Managing Director, MarkQuest, Alumni 1993

Michiel Deturck, Partner, Vendis Capital, Alumni 1990

Gilles Supply, Beleidsadviseur Europa & Internationaal, VOKA

Luc Tayart de Borms, Managing Director, King Baudouin Foundation

Olivier Joris, Executive Manager International Department, FEB-VBO

Floriane Uyttenhove, Segment Marketing Manager Carbonates EMEA, Imerys, Alumni 2014

Kristel Van den Bergh, Corporate Innovations, Materialise, Alumni 2014

Olivier de Wasseige, Managing Director, UWE

Olivier Willocx, Managing Director, BECI

Management team

Anne-Catherine Chevalier, Managing Director, Prince Albert Fund

Anneke Denecker, Project and Knowledge Manager, King Baudouin Foundation

► Our mission

Helping young talented Belgian professionals acquire experience in conducting international projects

Our mission is to help talented young professionals discover and develop their true international leadership potential and so to contribute to the development of the Belgian economy and Belgian international business by leveraging Belgian companies and organizations.

For more than three decades, the Prince Albert Fund has helped young Belgian professionals develop an international career by giving them the opportunity to manage a 12-month business development project for a Belgian company outside Europe. This very selective entrepreneurial international experience has contributed to the careers of more than 450 young people, who since have achieved senior leadership positions as entrepreneurs or in international business, thus succeeding in its aim to drive talent that will make a difference to society in general.

► Our history

A princely tribute to Belgian foreign trade

The Prince Albert Fund was set up in 1984 by the Federation of Enterprises in Belgium (VBO-FEB) and the King Baudouin Foundation to mark the 50th birthday of His Royal Highness Prince Albert, later to become the sixth King of the Belgians.

The Fund's aim was to embody the vision of a group of captains of industries to promote Belgian business abroad.

It is since 2015 under the patronage of HRH Princess Astrid.



Prince Albert Fund
managed by the King Baudouin Foundation

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“Setting up a company in a new country while immersing yourself in a new culture is very rewarding, both on a personal and professional level.”



Project country: Singapore



Ben Arnouts

► Role

Ben developed and led the Asia-Pacific (APAC) operations for THEO Technologies from Singapore.

► Responsibilities

Until last year, Asia was very much an unexplored region for THEO Technologies. Considering the tremendous growth potential of the region, the opening of the APAC office and a dedicated focus on that continent was a no-brainer for the company. To make this launch a success, **Ben** conducted some thorough market research and developed a go-to-market strategy for Asia. Setting up a permanent office in Singapore was a key aspect of his project.

► How he benefited

Ben was asked to manage the APAC office, where he was responsible for the whole end-to-end development and expansion in the region. The different stages and tasks of his Prince Albert Fund project from the company's incorporation and market development to all the commercial activities were very challenging and enriching.

“The project pushed me to further develop my entrepreneurial skills by working independently in the Asian office and setting up everything by myself. It enabled me to use my social and soft skills more efficiently and gave me the right toolbox for my future challenges”, he says.

The company - THEO Technologies

THEO Technologies is a world-leading Video Streaming Technology company, providing products and services to media companies around the world that enable them to offer exceptional video experiences across any device.

“Ben displayed a ‘can do’ attitude, dealing with every challenge with a lot of optimism and confidence, which typically led to a positive outcome. His achievements included establishing a local entity for THEO Technologies in Singapore, initiating a partnership framework and closing strategic contracts.”

“Entering this new market was quite a challenge. I therefore had to prove myself as a new entrant and gain the trust of the market players.”

Victoria Clément de Cléty

► Role

Victoria's project consisted of creating and developing a new innovative brand of high-end travel, called "Milestro", in partnership with the Belgian travel group Connections.

► Responsibilities

Being the entrepreneur behind this spin-off, **Victoria's** role was to build the business from scratch. This encompassed all the tasks and challenges that are associated with the creation of a new business venture, including the development and positioning of the Milestro brand, the analysis of the market and trends in the current luxury travel sector, the development of a business and financial plan and a business strategy.

► How she benefited

Victoria found being constantly on the move, from one country to the next, while working on the project a tough challenge. ***“I travelled to 24 destinations, meeting more than 350 travel industry players, and building a total of about 250 partnerships”***, she explains.

This required a lot of good organization and some serious anticipation skills. One main thing she developed during her Prince Albert Fund year was a great ability to adapt to different environments, people, businesses, and cultures by keeping an open-minded attitude.

The company - Connections

Connections is a 100 % pure Belgian Travel Organization, and one of the major players on the Belgian tourism market. The company, which was founded in 1986, has a network of 31 Travel Shops in Belgium. Connections specializes in offering the best and cheapest air fares and vacation packages worldwide.

“Victoria has achieved a tremendous amount of work. She created a brand and identified its unique selling proposition. She analyzed the real requirements of her target market and designed the value proposition.”

Project country: Worldwide



“In the current climate of mistrust on data, seeing how technology can have a positive impact on people’s life is invaluable.”



Project country: United States

Antoinette de Hennin

► Role

Antoinette was asked to help develop Cubigo’s business on the West Coast of the United States, increasing uptake of the platform in senior living communities.

► Responsibilities

As Cubigo is a start-up, **Antoinette** combined multiple roles, including marketing, sales, implementation and customer success. At the sales end, she gave product demos, answered requests for proposals and gave in-person pitches to interested companies. She also developed and implemented a marketing plan. To help the implementation team to scale-up, she contributed to a more efficient roll-out to new communities, improved communication and lowered administrative burden.

► How she benefited

The Prince Albert Fund experience enabled **Antoinette** to improve her communication skills, build self-confidence and get to know herself better. She learnt what she needs to thrive and what holds her back. Having the opportunity to learn about technology in the heart of Silicon Valley was also inspiring.

“The aging population is one of the biggest issues of our time. Understanding how senior care and medical care work, as well as the challenges these industries are facing, has been an eye-opening experience for me. It also inspired me to continue working in this industry”, she says.

The company - Cubigo

Cubigo, established in 2011, is the first integrated platform for senior living, empowering senior citizens to live an independent and healthy life by promoting and supporting self-care. The platform connects senior citizens, community staff, family members and businesses with a user-friendly, modular User Interface, offering a comprehensive set of functions. The company has offices in Belgium, Spain and the United States.

“Antoinette is the third Prince Albert Fund candidate to successfully complete a project for Cubigo abroad. As time went by, she took on more responsibilities and is currently managing the implementation of our product for one of our top tier customers.”

“This Prince Albert Fund experience helped me to grow as a leader.”

Sidney De Keersmaecker

► Role

Sidney's project consisted in developing Decospan's flooring division on the West Coast of the USA.

► Responsibilities

The first step was to develop a keen understanding of the local construction industry and its stakeholders, namely architects, designers, flooring contractors, developers... **Sidney** then proceeded to translate his insights into new go-to-market strategies for every customer segment and implemented them with selected partners. In addition to working on new sales models, he focused on the brand awareness of the company's floors.

► How he benefited

Thanks to his Prince Albert Fund project, **Sidney** gained valuable insights into the complexities of go-to-market decisions and the far-reaching long-term strategic impact they have. ***“My main challenge was to set up new go-to-market strategies and partnerships without disrupting existing business agreements”***, he says.

He experienced firsthand how challenging it can be to manage the expectations of the different partners involved. This assignment has helped him to become more comfortable with conflicts and taught him how to deal with crisis situations.

The company - Decospan

Decospan, which was established in 1978, is a Belgian manufacturer of wood flooring solutions. The company has since become one of the world's leading manufacturers of veneer wood panels and floors. With its treasure chest of more than 160 wood species, its state-of-the-art machines, sustainable business model and flexible employees, the company can develop new products that meet the needs of all stakeholders.

“Sidney was able to set up a distribution model for our branded flooring together with our panel distributor. He also developed the relationship with one of the largest flooring contractors of the USA.”

Project country: United States



“Arriving empty-handed in Africa meant that I was forced to take the initiative and get both my personal and professional life sorted.”



Project country: Ghana

Jan De Niel

► Role

As a business development engineer, Jan worked to increase the visibility and presence of International Marine and Dredging Consultants (IMDC) in the West African market.

► Responsibilities

IMDC wanted to grow and strengthen its market position in West Africa, a region that is particularly vulnerable to water-related risks. Jan revived the contacts with existing partners from previous projects and established new long-term partner relationships. He was also able to identify upcoming projects and new customers, thanks to this thorough market research, as well as evaluate market opportunities in the area.

► How he benefited

Being sent off on his own to another country, in Ghana, with an almost non-existent local network gave Jan a huge boost, both professionally and personally. Working in such a different cultural environment was a real challenge. It forced Jan to develop self-confidence and assertiveness.

The Prince Albert Fund year helped him shift from a mainly passive way of working to a more proactive approach and a higher level of independence. Prior to this, Jan was mostly involved in engineering job. Sales or business development were never really part of his job.

“While it was not an easy thing to do, I believe that I managed to make the shift”, he concludes.

The company - International Marine and Dredging Consultants

IMDC is an engineering and consultancy company, specializing in water-related studies on topics such as coastal erosion, dredging, flood protection, port and marine infrastructure and offshore Wind & Blue Energy. IMDC is an affiliate of Tractebel Engineering.

“The input provided by Jan’s market report is valuable for IMDC in terms of the opportunities for dredging, marine, coastal and flood engineering and Early Flood Forecasting Systems in this region.”

“Running my ‘one-woman project’ significantly improved my managerial and leadership skills.”

Sidonie Descheemaeker

► Role

The objective of Sidonie’s project was to support the La Lorraine Bakery Group’s (LLBG) international growth by expanding its business activities to South Africa.

► Responsibilities

Sidonie fulfilled her mission by conducting an in-depth study of the South African bakery market and setting up a regulatory and logistical framework to deliver LLBG products to customers in South Africa. She also developed a strategic plan for product availability, sales channels and pricing. Finally, she developed new frozen bakery products that matched local tastes and preferences, selected a key distributor and set up a pilot project with a major retailer.

► How she benefited

The Prince Albert Fund year provided **Sidonie** with a unique opportunity to redirect her professional career from international law towards international business.

“It also helped me get rid of my fear of taking final responsibility for decisions and projects”, she says. “My year felt like a professional coming-of-age. It gave me the boost that I needed to switch careers and show myself that I work best in an international business environment”.

The company - La Lorraine Bakery Group (LLBG)

The La Lorraine Bakery Group (LLBG) is a 100% Belgian-owned family company active in the European milling and baking sectors. The company has been the Belgian market leader for bread and pastries that are prepared fresh daily for over 50 years. Its products are distributed in 2,300 supermarkets. The group has major ambitions and continues to invest in its international expansion.

“Sidonie enabled LLBG to explore the South African market and its potential for our products. By mapping the regulatory framework, drafting a logistical master plan and seeking business opportunities, she managed to build up the business from scratch.”

Project country: South Africa





“This experience definitely broadened my professional outlook and gave me a better insight into the jobs that I might seek in the future.”

Project country: India



Joke Dewaele

► Role

Joke's project was to 'grow the LVD business' in India by reinforcing the existing team and local operations. The objective was to come up with a 5 year road plan and a strong local team to support it.

► Responsibilities

Reinforcing the leadership and strengthening LVD's brand image in the Indian market meant being in charge of general management, marketing, some HR aspects, market research, system implementation and training. One of **Joke's** main challenges was to build trust within the team and ensure everyone understood their respective responsibilities and tasks. Another big challenge was the implementation of the service platform and CRM system.

► How she benefited

Joke's Prince Albert Fund year resulted in a dual outcome of her project: a measurable 5-year roadmap and a loyal LVD India team that was ready for the future. **The result is a stronger team and a more professional organization with more efficient operations.**

Joke feels that she'd be able to manage an international team in the future, while coping with diversity and bringing collaborators to a higher level of competence, and as such add value to businesses.

The company - LVD

LVD, which was established in the 1950s, gained recognition as a precision press brake manufacturer. Significant growth in the 1990s and the addition of laser cutting products to its portfolio helped position the company as a leader in laser, punching and bending technology. Today, the company has five manufacturing facilities and is active in more than 45 countries.

“Joke was a key player, helping the Indian subsidiary to rebuild confidence in itself and in the Belgian parent company. The way she handled the different objectives showed clearly that she can work on a detailed level while always keeping an eye on the bigger picture and the added value for the business.”

“Being the only person based in the US for Amoobi, I ended up wearing many hats and developing many new skills.”

Laura Hoste

► Role

Laura's task was to set up the American subsidiary of Amoobi, assessing opportunities in the US and Canadian markets and the possibility to replicate the European business model in North America.

► Responsibilities

At the start of the project, **Laura** took the time to get acquainted with the Amoobi solutions. Next, she conducted research and met as many retailers and brands as possible to get a good view of the US market. After a few months, she was able to close her first deals with a number of high-profile customers such as CVS Health (pharmacy retailer), Walmart, Diageo (beer & spirit producer) and Aramark (global food service provider). She was also involved in the implementation of the project and the analysis of the deliverables for the customers.

► How she benefited

For **Laura**, her Prince Albert Fund year was a fantastic learning curve, both on the professional and personal level. She encountered many challenges as everything seemed exactly the opposite of what she had experienced in her previous job: working with a remote team, in an entirely new market, carrying a wide variety of responsibilities and pitching a complex product.

“I developed some serious project management skills, creating a US Incorporation from scratch, and developed my analytical side. I also was able to develop my strategic thinking by being involved in the company's strategy, pricing and positioning”, she explains.

The company - Amoobi

Amoobi is a Belgian scale-up that helps retailers to optimize store performance by offering unique insights from customer behavior data and retail expertise. The company has developed a unique approach to in-store analytics, leading to business optimization and increase in sales. Since its creation in 2011, Amoobi has worked in more than 10 countries, mostly in Western Europe, for many of the largest retailers.

“Laura created added value for Amoobi, meeting and exceeding her sales targets. Most importantly she managed to acquire our company's first American customers, including some of the biggest retailers in this market.”



Project country: United States

“This experience challenged me to be self-reliant, self-motivating and come up with creative solutions.”

Best-in-class
safety glasses



comfortable

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Project country: United States

Anaïs Leuridan

► Role

Anaïs's project focused on the business development of Iristick in North America, out of New York City.

► Responsibilities

One of the first challenges was to find ways to engage leads and learn how to quickly identify the best opportunities for the company. The next step consisted in selling smart glasses to clients, but more importantly in setting up proof-of-concept projects and managing them, as **Anaïs** searched for the first U.S. reference customer. Finding American software partners was also a crucial aspect of the business. She also did all the preparatory work to set up the American subsidiary company and coordinated the whole process.

► How she benefited

The Prince Albert Fund project taught **Anaïs** how to better understand clients' needs and use this to better manage client relationships and gain a competitive edge. ***“My project management skills improved and I become more self-reliant, self-motivated and more creative in the solutions I provide”***, she says.

It also gave her the unique opportunity to attend major conferences in Pittsburg for large manufacturing companies, in San Diego for the pharmaceutical/health care sector and in San Francisco and Dallas for the augmented reality sector.

The company - Iristick

Iristick is a Belgian start-up company that is based in Antwerp and manufactures smart glasses that are specifically designed for industrial needs and applications. Its products, which are fully compliant with eyewear safety requirements, are specifically designed to operate reliably for an entire shift in harsh industrial environments.

“Sending Anaïs to the USA, gave our company the opportunity to scout the potential for its smart glasses in our biggest market at an early stage of our start-up existence with a limited budget.”



“Being on my own, starting a new project for the company in several Sub-Saharan African countries was a real entrepreneurial experience.”

Florence Morelle

► Role

The purpose of Florence’s project was to enhance the customer experience at Polytra, a logistics provider.

► Responsibilities

Three steps were required to accomplish this: identify and analyze existing issues, suggest and implement solutions. **Florence’s** first objective was to get to know the company, its teams and the services it offered, as well as the problems it faced. Together with her colleagues, she defined priorities and solutions, including an upgrade of the IT systems, the streamlining of processes and the centralization of financial tasks in one single location. She made sure those decisions were successfully implemented, which was even more challenging since the company had been recently bought by the Fracht Group and was undergoing many changes.

► How she benefited

Florence’s self-confidence and maturity grew in this new environment. It transformed her business attitude totally: from junior to “owner” of the project, from reaction to anticipation, from a legal to a business approach.

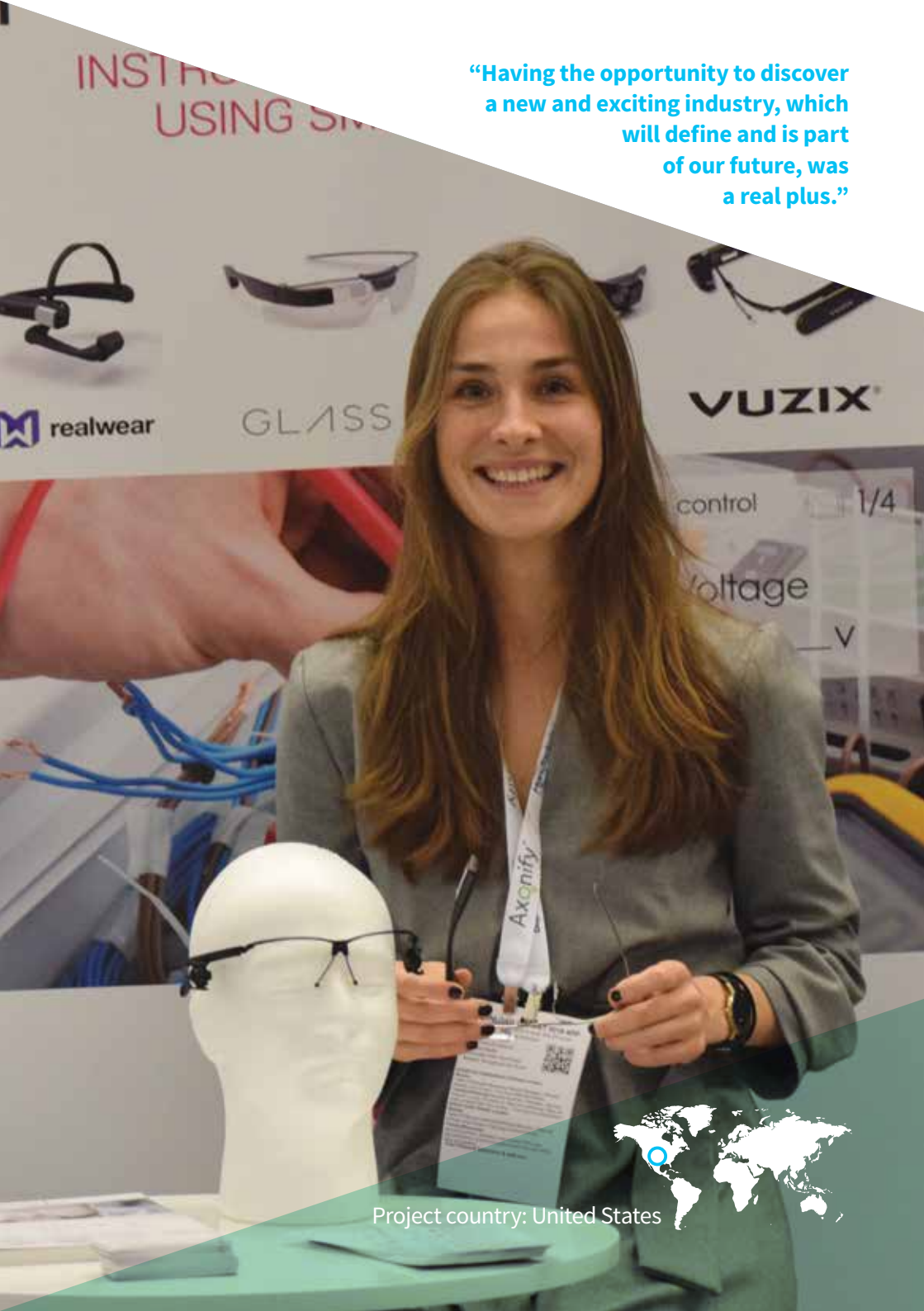
“My Prince Albert Fund experience added an entrepreneurial layer to my legal and compliance background, also teaching me a lot about a sector that I want to evolve in, namely business optimization, transformation and relocation”, she says.

The company - Polytra

Polytra is an international logistics provider with offices in Europe and Africa. The company delivers custom-made, client-focused and solution-driven logistics services, with its strong global partners. Following the company’s acquisition by the Swiss freight forwarder Fracht AG in 2018, Polytra is now able to offer a global range of services worldwide.

“In a project with different stakeholders that were located in several countries, Florence managed to bring everyone around the table to discuss a major strategic issue and align the management team, leading the company to take an impactful decision.”

Project country: Tanzania



“Having the opportunity to discover a new and exciting industry, which will define and is part of our future, was a real plus.”

Liliya Pautova

► Role

Liliya’s main task was to assist the management of Proceedix with sales and marketing activities in their New York office. During a second phase, she was responsible for prospection and sales out of their San Francisco operations.

► Responsibilities

Liliya was in charge of business development, account management, sales, marketing, etc., in fact setting up the whole business side of a SaaS (Software as a Service) scale-up. In addition to this, she was also expected to support the entire value chain, which included developing a sales strategy and supporting customer delivery and success as well as relationships. Travelling to meet with potential customers was also a big part of her Prince Albert Fund assignment.

► How she benefited

Liliya’s Prince Albert Fund experience was a success. Thanks to her efforts, Proceedix gained high-impact customers in the USA. She also helped the start-up build a structure for sales and growth.

“Because of my Prince Albert Fund project, I discovered how important it is to finish on a positive note. Rather than focus on challenges or problems, you need to think of them as a learning opportunity and develop a problem-solving attitude”, she says.

The company - Proceedix

Proceedix, which was established in 2014, is a Software as a Service-based (SaaS) platform for managing business procedures, work instructions and checklists, while making the remote execution paperless and mobile. With offices in New York, San Francisco and Ghent, the company helps Fortune 500 companies empower deskless workers around the globe.

“By sending Liliya to our local office in the United States, we were able to scout the potential for the Proceedix SaaS platform in one of the biggest markets outside Belgium, during an early phase of our existence and with a limited budget. This was key for us to expand in the US.”

Project country: United States

“On a professional level, my Prince Albert Fund project taught me how to keep all the plates spinning at once.”



Charlotte Renson

► Role

Charlotte's assignment was to help Ardo's Frozen Vegetable and Fruit divisions to position their third division – Frozen Herbs – in the North American market.

► Responsibilities

At the start of the project, **Charlotte** had to define three crucial elements that would serve to promote and sell frozen herbs in the North American market, namely marketing material, local storage and local distribution. **Charlotte** gathered the necessary market information and developed a clear go-to-market strategy, with a local distribution model.

► How she benefited

For **Charlotte**, this Prince Albert Fund year was the perfect opportunity to evolve from a specialized consultant towards a business developer in the field. ***"I was able to leverage my expertise in project management, my analytical skills and the strategic thinking that I developed as a consultant"***, she explains.

Additionally, this project taught her how to take on challenging negotiations, not to back off too easily in a commercial context, to continuously reach out to more experienced people for advice. Above all, however, it taught her to take ownership and keep pushing.

The company - Ardo

Ardo is a dynamic family business with headquarters in Belgium. The company supplies markets around the world with high quality frozen vegetables, herbs and fruit. It has 21 production and distribution sites located in Europe's most fertile crop growing regions. Ardo, which has sales offices in Europe, the USA, and China, exports its products to more than 100 countries.

"Charlotte has been able to map the full road-to-market for our Frozen Herbs category in the North American market as agreed when we set the initial objective."

Project country: United States



“The Prince Albert Fund project was a major intercultural challenge on a daily basis and a real career change.”

Romain Rolland

► Role

Romain's project consisted in developing the overall presence of the non-alcoholic malt beverage portfolio of Inbev across existing countries of distribution (UAE and Kuwait) as well as in new countries such as Qatar, Oman and Bahrain.

► Responsibilities

Romain's main responsibilities included managing route-to-market strategies with new distributors; obtaining market intelligence for a comprehensive understanding of the category, consumers, competition and channels; contributing to a 360° strategic plan for the product launch and premiumization and establishing a portfolio expansion strategy before the launch of new products. He was also tasked with assuring compliance with regulatory and legislative requirements and Food & Beverage regulations.

► How he benefited

The Prince Albert Fund project was a tremendous learning curve for **Romain** who used to work as a lawyer. After one year, he had acquired important skills such as critical thinking, project and stakeholder management as well as strategic business acumen.

Representing AB InBev in the Middle East was a major challenge too, especially because of the cultural mix in most Gulf Cooperation Council countries. ***“Working there requires you to adapt a lot in terms of intercultural management and communication”***, he explains.

The company - AB InBev

AB InBev, is the biggest beer producer in the world and was established following a merger between the Belgian company Interbrew, the Brazilian company Ambev and the American company Anheuser Busch. The group operates as a holding company, engaging in the manufacture and distribution of alcoholic and non-alcoholic beverages. The company is headquartered in Leuven, Belgium.

“Thanks to Romain, we could identify and select new distributors in Oman and Qatar and develop a full launch plan to enter those new markets.”

Project country: United Arab Emirates (UAE)



“The Prince Albert Fund was an incredible experience that gave my career a turn I would not have achieved without its help.”

Justine Thiry

► Role

Justine was in charge of the incorporation of the joint venture company that was established by DEMA Offshore and CSBC, a Taiwanese shipbuilding company. She also assisted the joint venture in the execution of its first projects.

► Responsibilities

Justine's main tasks as “Commercial Manager” were to prepare, support and achieve the incorporation of the joint venture company; support DEMA (Group) in its business development activities in the East Asia Region and gain knowledge and experience regarding the offshore wind markets by meeting the suppliers and establishing networks and connections with the Taiwanese suppliers.

► How she benefited

The Prince Albert Fund was an eye-opening experience for Justine, opening doors that she never expected could be opened. **The year was a dual win for her, as it facilitated a career switch, from being a corporate lawyer in real estate to becoming a commercial manager in renewables.**

At the same time, it also gave her the opportunity to work from another country at an early stage in her career. Besides, she decided to learn Chinese and deepened her interest in the Chinese culture.

The company - DEMA Offshore

DEMA Offshore is a leading provider of services and solutions for the offshore energy industry and has a strong track record, spanning decades. The company encompasses the renowned subsidiaries GeoSea, Tideway, A2Sea and EverSea. Integrating these well-respected, pioneering companies into DEMA Offshore provides customers with a comprehensive offering of solutions, services and equipment.

“Justine has played an important, constant role in the organization and the development of the strategic alliance between CSBC and DEMA. This truly demonstrates that she is a change management champion, who remains focused on the targeted objectives.”

Project country: Taiwan



“I am thrilled to work for a company that is committed to nowadays global challenges.”

Emily van Wassenhove

► Role

Emily developed a benchmark of “Belcolade”, a Puratos brand, and implemented an action plan to maintain and consolidate the company’s client portfolio on the Chilean market.

► Responsibilities

Emily truly enjoyed the combination of the operational and strategic aspects of her project. Part of her job was to analyze customer and market behavior and identify the competition and regulatory structures to create and build a strategy for the Puratos brands. Later in the year, she was asked to prepare the implementation of the digital strategy.

► How she benefited

Thanks to her Prince Albert Fund experience, Emily evolved in an entrepreneurial context, gaining a position with substantial responsibilities. **“On a personal level, I became more self-confident, honing my decision-making skills”**, she explains.

As a result of Emily’s project, the actions taken to raise the profile of the company’s Real Belgian Chocolate brand and more specifically of its sustainable Cacao-Trace program increased the brand’s turnover by more than 15%.

The company - Puratos

Puratos is an international group offering a full range of innovative products, raw materials and application expertise to the bakery, pastry and chocolate sectors. Its headquarters are just outside Brussels where the company was founded in 1919. Currently its products and services are available in over 100 countries around the world.

“Emily’s project proved vital for Puratos in Chile as it helped us to understand where we stood. By analyzing internal and external data, interviewing customers and making sound business recommendations, and above all implementing our action plan, she made real progress for us in Chile.”

Project country: Chile 

“I developed a strong sense of entrepreneurship and an appetite for self-employment.”



Project country: Hong Kong

Anne-Claire Verbeeren

► Role

The goal of Anne-Claire's project was to facilitate market access to Asia for Milcobel industrial mozzarella cheese. She explored the following countries: Thailand, Japan, Taiwan, Vietnam and the Philippines.

► Responsibilities

Anne-Claire's research implied numerous questions. Whether Milcobel needed to set up a sales team in the Hong Kong office or operate through local business partners, distributors or agents? Which existing or potential agents, traders and distributors to work with? What recipes and product specifications should the R&D department develop in order to meet local demand and upcoming food trends?

► How she benefited

Working for Milcobel in the fastest-growing region in the world, both economically speaking and in terms of its population, allowed Anne-Claire to show her entrepreneurial capabilities. She was able to develop new markets and work with overseas distributors.

This Prince Albert Fund year gave her an opportunity to demonstrate her ability to work remotely, in another environment and business culture. Anne-Claire, who previously worked in the service sector, also notes how **“important it was for her to make a move to the business side to eventually become an entrepreneur.”**

The company - Milcobel

With 2,700 affiliated dairy farmer members and almost 2,000 employees, Milcobel is the largest dairy cooperative in Belgium. Its dairy farm members and employees work hard to achieve a guaranteed milk collection with the best possible milk valorization. The company has a broad product range in several markets, including milk powders, drinks, ingredient-cheeses, cream, consumer cheeses... both under its own brand name or under private label.

“Anne-Claire succeeded in successfully immersing herself in different Asian markets, gathering market intelligence by interacting with customers and experts in the field. She identified the key drivers of these markets, as well as trends, trade barriers and mapped the key players.”

The Prince Albert Fund
A Unique opportunity for candidates
and companies alike

► For candidates

Are you ready to kickstart your international career?

If you're keen to broaden your horizons and take on the challenge of an international career, the Prince Albert Fund might be just what you need.

Essentially, it is your chance to manage a one-year business project of your choice for a Belgian company outside Europe, giving you invaluable business and inter-cultural experience, as well as accelerating your international career as a member of a select network of the Fund's alumni.

How does it work?

The first step is to apply for the grant online (application from November to mid January).

You don't need a project to apply – the first thing we look at is the quality of your candidature as an individual via a thorough selection process.

Once you're selected as a candidate, you'll receive a number of training and coaching sessions. Here, you'll be able to choose your own project and destination, either an opportunity from one of our candidate companies, or from your own contacts.

You get a Tax-free compensation of €25,000 from the Prince Albert Fund, while the company will pay for your housing, flights and mission related expenses.

And then you'll be off – one year, one country, one project, and it's up to you to make it work. Hand in a successful project report at the end of your mission and you have a chance to become a Prince Albert Fund Laureate, a distinction that carries real recognition in the world of international Belgian business.

Who can apply?

The ideal candidate:

- Is Belgian or is domiciled in Belgium
- Holds a master's degree preferably in the field of economy, law, marketing, finances, engineering, economical sciences or in any other field with an additional degree in management
- Is fluent in English
- Is mature, motivated, eager to learn and to discover new cultures, open-minded and with an entrepreneurial mindset
- Has at least 2-3 years of professional experience
- Is not older than 30

Interested?

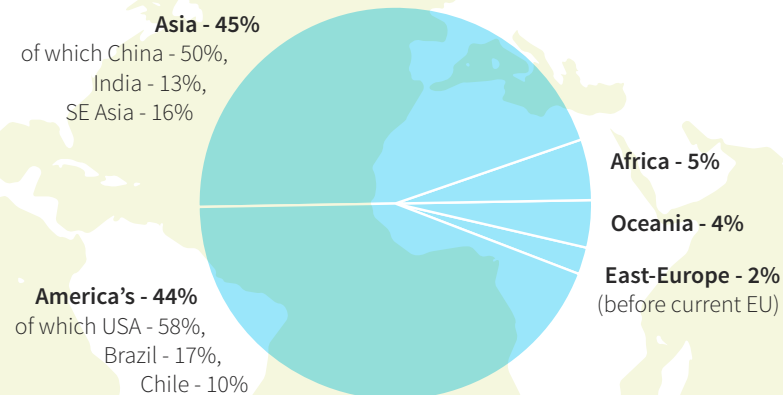
Find out more on www.princealbertfund.be
or join one of our info sessions and decide
whether you're ready to spread your wings and take off!

► Key figures: 1984 – 2020

451 alumni around the globe

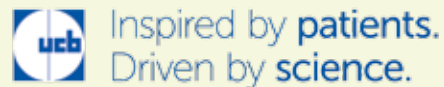
34% women - 66% men

Project destinations



We are very grateful to our corporate donors
and to all the individuals and alumni who support us.

McKinsey&Company



► For companies

Looking for highly motivated young talent for your international business development?

The Prince Albert Fund offers a fantastic opportunity for Belgian companies with an existing international presence or planning an international expansion to take on pre-selected, high potential management candidates for a one-year contract at a low risk and attractive cost ratio for your company.

We are always on the lookout for challenging business projects abroad to match our grant participants.

How does it work?

The Prince Albert Fund carefully selects the best candidates each year. Once selected, they will be able to choose a company, project and destination.

As high potentials, they are not junior trainees – they should be given decision-making power and autonomy to encourage initiative and allow them to acquire relevant international experience.

The project must offer a challenge to explore and set out new strategies for your business. For each project, you should appoint a mentor within your organization.

The Prince Albert Fund provides the participant with an annual scholarship grant. The company pays no salary, but pays a contribution to the Prince Albert Fund to help cover operational expenses, as well as paying for the candidate's housing, flights and mission related expenses.

Who can apply?

Any company that fulfils the following criteria:

- Is Belgian
- Has or is developing an international presence outside the EU
- Has a challenging international business development project to offer
- Is prepared to take a Grant candidate on board as project manager for a year
- Is ready to support the candidate with appropriate coaching during the assignment

Interested?

Find out more on www.princealbertfund.be
or contact us to propose a project!

Now is the time to help us make a difference
in a future's candidate life.

Dear PAF Alumni & PAF Friends,

Help us fund a grant and offer a life-changing opportunity
to the next generation of “PAFers”.

Thank you!

Prince Albert Fund

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All gifts above 40€ are tax-deductible.



►Notes

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Prince Albert Fund
managed by the King Baudouin Foundation