

2018 Yearbook

2016 & 2017 Laureates



Prince Albert Fund
managed by the King Baudouin Foundation



Dear Friends of the Prince Albert Fund,

“PAF 2.0”: Our goal of 30 candidates per year is within reach

Congratulations to the Prince Albert Fund candidates who have successfully completed their year abroad. And a deeply meant “Thank You” to all their host companies. By daring to host, these companies have given the “PAF” candidates an extraordinary opportunity in their development as young professionals.

The development of the candidates remains the core purpose of the Prince Albert Fund, within the overall values embodied by the King Baudouin Foundation. The Fund’s mission has always been about contributing to the Belgian economy in a global context, by unlocking the talent of young international high potentials.

The Fund has been in existence for 34 years now (since 1984). It has delivered successfully on the vision of its founders, as you will see from our latest statistics, as well as from the fascinating stories by our 26 laureates (selected from two returning generations) present in this yearbook.

At the Laureate Ceremony in April 2015 we officially launched a new chapter in our story, nicknamed “Prince Albert Fund 2.0”. Its ambition is to create the financial and operational capability for the Fund to double the number of laureates over the next 15 years (2015-2030) – without compromise to the expected standard to select high quality of talent.

And this is happening. In 2016 we increased to 16 candidates, in 2017 to 20, and in 2018 we will for the first time select 25 candidates, out of a fast growing pool of newly interested applicants. Our target remains an average of 30 per year in the coming years. We are nearly there.

A big thank you to all PAF Alums, to my fellow Board members, to all our Company partners, and last but not least, to all our donors and stakeholders, for their ongoing trust and support. Stay tuned for more news.

Please join me in a toast to continued transformation and reinvention.

Chris Burggraeve,
Chairman Prince Albert Fund
Alumni 1989



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► Our Steering Committee

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

Composition of the Steering Committee (2017)

Chairman

Chris Burggraeve, Founder, Vicomte LLC, Alumni 1989

Members

Valérie Busquin, Managing Director, MarkQuest, Alumni 1993

Michiel Deturck, Partner, Vendis Capital, Alumni 1990

Hans Maertens, Managing Director, VOKA

Francis Ottevaere, CEO, JIMS, Alumni 2003

Luc Tayart de Borms, Managing Director, King Baudouin Foundation

Pieter Timmermans, Managing Director, VBO-FEB

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, Knowledge Expert, 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 some 420 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.



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“While the project only lasted a year, I feel like I gained a lifetime experience.”

Tommy Braet

► Role

Tommy Braet was sent to Mexico by the Bruges brewery De Halve Maan to start up a sales office for the distribution of its two craft beers, Brugse Zot and Straffe Hendrik.

► Responsibilities

His goal was to develop a sustainable business for the brewery De Halve Maan, establishing sales targets for the entire Mexican market. **Tommy** took the lead in Mexico, tasked with starting up a sales company, establishing a business plan and further developing the brand in the long term.

He also had to negotiate with a local importer, who was already running the sales business but who did not perform as expected. ***“I was able to rely on the significant experience the brewery had already developed while setting up foreign trade offices in other countries. However, I soon understood that every country is different.”***

► How he benefited

Thanks to the Prince Albert Fund, **Tommy** was able to take on an ambitious international growth project for a small and medium sized company. He could also put into practice his theoretical knowledge, especially in terms of people management, hiring a team of sales executives.

“This was really enriching, as I had never managed a team of people before... A team is like a living organism and in that sense, it is not evident to figure out what best practice to apply.”

The mission was a great success. His next step is to continue to develop the company's brand and sales activities in the Mexican market.

The company - De Halve Maan

Established in the nineteenth century, the family-held brewery De Halve Maan is located in the Waggelwater industrial park in Bruges. Continuing investments in capacity and quality have contributed to the success of the company's beer products. For six generations, the family has pursued its ambition of outstanding quality. Today, its beer, called Brugse Zot, is exported to more than 20 countries on three different continents.

“Even in difficult circumstances, Tommy managed to focus on the long-term goals, which we know is far from easy. He really helped the brewery to better understand the layout of the Mexican market and start the business there.”



Project country: Mexico

“The Prince Albert Fund project allowed me to improve my business development skills and inspired me to pursue a career at the intersection of technology and creativity.”

Julie Daled

► Role

Julie Daled’s assignment was to develop business opportunities in the U.S. for neoScores, the digital sheet music company that is taking the music industry into the digital age.

► Responsibilities

Conquering the American market was crucial for neoScores, the “iTunes of sheet music”, which offers a digital alternative to paper sheet music. Most of the major sheet music publishers have their headquarters in the U.S. which is their biggest market.

Julie’s mission consisted in helping the company to become a leading player in a sector where everything still had to be developed. She started by gathering the available data on the sheet music industry, then created a map of the main stakeholders and finally established a marketing plan for the potential opening of a branch in the U.S. ***“I focused my energy on onboarding new publishers and developing a strong relationship with them in order to successfully implement the signed contracts.”***

► How she benefited

Julie was mainly attracted to the innovative nature of neoScores’s business. Working for a start-up means you need to be creative with the available resources and work independently. In that sense, her Prince Albert Fund project was an invaluable experience. ***“The hands-on business challenge of developing a business in the U.S. has been priceless for me.”***

What’s even more impressive is that Julie managed to deliver results within just one year given the size of this market. This project allowed her to improve her business skills and inspired her to continue working with neoScores.

The company - neoScores

neoScores was founded in 2013, in Antwerp, by a group of musicians who share a profound love for music and are dedicated to making life easier for musicians so they can play, practice and perform music using digital and interactive sheet music. In 2014, the company won the Foxconn Prize at the Startup Nations Summit and successfully demonstrated a proof of concept with Samsung and the Brussels Philharmonic. neoScores was also awarded a Seal of Excellence by Horizon 2020, the EU framework for Research and Innovation 2014–2020.

“Julie managed to build up an impressive American network in what is essentially a very closed industry, which was the primary goal before opening an American office.”

Project country: United States



“The Prince Albert Fund project allowed me to gain substantial knowledge in international business, working for a large and successful Belgian company.”

Adriaan De Geyter

► Role

Adriaan De Geyter's project at Umicore Japan consisted in building a structured sales organization and helping to develop the overall business.

► Responsibilities

Umicore Japan already had a local structure, which, however, was mainly aimed at technical support. Change management was therefore an important aspect of the project **Adriaan** had to carry out. His objective was to implement organizational and cultural changes, to transform the company from a technical support oriented culture to a more proactive sales oriented culture.

As a chemical engineer with a business and consulting background, **Adriaan** had a solid basic understanding of the fundamentals at the heart of this global materials technology and recycling group. This helped them tremendously for the project. However, this was his first contact with Japan and the specific Japanese business context, which is a very demanding environment in many respects, where relational culture is predominant.

► How he benefited

The Prince Albert Fund Project consisted of multiple facets, ranging from operational and commercial excellence over project management to business development and change management.

For **Adriaan**, this proved a perfect introduction to the company's global operations and to a very professional environment that gave him all the support he needed. ***“I always found Umicore an inspiring enterprise. Its conversion has been impressive, transforming from a mining and smelting company into a technology-focused global materials technology and recycling group, which is also very active in clean technology, spurring many positive innovations.”*** After the mission, Umicore and **Adriaan** agreed that he would pursue a career with the group, in an international position.

The company - Umicore

Umicore is a global materials technology and recycling group, with more than 10,000 employees worldwide (2016). The Group dedicates most of its R&D efforts to clean tech solutions, such as emission control catalysts, materials for rechargeable batteries and recycling. Umicore has a long tradition of working with the Prince Albert Fund.

“The candidate brought a positive momentum to the Japanese organization. He helped to reveal the true way of thinking of the local branch and could initiate steps to further develop the organization.”

Project country: Japan

“Thanks to the Prince Albert Fund, I learned how to investigate and address business opportunities, both in Dubai and India. Two very different countries and therefore very different challenges...”



Project countries: India & the Middle East

Wouter Debeyne

► Role

Wouter Debeyne had to identify a wide range of business opportunities in India and the Middle East for TomTom Belgium, a subsidiary of TomTom, working across several segments, where there was a need to investigate and address these opportunities.

► Responsibilities

The first challenge was to seek an understanding of what the specific opportunities were in respect to the “100 Smart Cities India project” and which elements of TomTom’s products were most suited. Working with the local sales representative, **Wouter** developed a targeted pitch around the company’s core products (map and traffic information) to meet an essential need and component for these large Indian cities, mainly in terms of traffic management.

After India, **Wouter** focused on the second part of his assignment in Dubai, supporting the local reseller and following up on new leads in a more mature market.

► How he benefited

When **Wouter** applied for the Prince Albert Fund, he felt drawn to the professional and cultural challenge of working outside of Europe. Working in India and the Middle East proved to be challenging, both cultures being very different. It offered him the opportunity to expand his business network in these regions and beyond.

This experience also led **Wouter** to the technology sector and accelerated his career development. ***“I enjoyed being a part of this organization, which is driven by a culture of innovation and pushing technological boundaries. I currently live in Dubai and am the regional manager for TomTom across the Middle East and India.”***

The company - TomTom Belgium

TomTom Belgium is the operational headquarters for the entire Maps unit. As part of the TomTom Group, the Ghent office is leading the way in developing new technologies, such as HD Maps and RoadDNA, paving the way for autonomous driving with navigation and high-accuracy positioning of vehicles on the road.

“Wouter invested considerable time in establishing ties with the Pune Municipality and Traffic Police and positioning TomTom as a partner in several bids. This resulted in a successful traffic management project for TomTom in Pune.”

“I have come to strongly appreciate the spirit of entrepreneurship and courage it takes to start up a new company.”



Project country: United States



Jan-Carl Dewulf

► Role

Jan-Carl Dewulf's mission was to help GuardSquare, a company creating premium software for the protection of mobile applications, develop in the U.S. market.

► Responsibilities

Jan-Carl's initial focus was to establish a footprint for GuardSquare, mainly in Silicon Valley, and create a network for the company. He worked out of San Francisco, which was his first major challenge, given the large number of start-ups and entrepreneurs in the area. Fortunately, he was able to rely on the popularity of the company's open-source software among developers, which opened many doors.

As a result, Jan-Carl managed to secure sales. Given the potential of the American market, GuardSquare decided to go ahead with opening an office in the United States, of which Jan-Carl had to oversee the administrative and organizational aspects.

► How he benefited

Looking back on this period, Jan-Carl explains that he has become more focused and goal-oriented while developing his commercial skills. ***“I was given the opportunity to sell our products to world-class companies such as WhatsApp, Uber and major banks and credit card providers.”***

During that year, GuardSquare managed to grow sales in the U.S. by almost a factor 4, making it a successful year for the American branch and helping the company reach its ambitious 2016 target. ***“I am honored to have contributed to the start of a Belgian success story.”***

The company - GuardSquare

GuardSquare is the global reference in mobile application protection against reverse engineering and hacking. Its software products are used across the world in a broad range of industries, from financial services, e-commerce and the public sector to telecommunication, gaming and media. GuardSquare is based in Leuven (Belgium) and San Francisco (USA).

“During the project, Jan-Carl acquired more sales skills, negotiation skills, knowledge of U.S. administration, U.S. business experience and knowledge about IT security. We will continue to develop these skills together with him.”

**“I built an extremely valuable network
in the fast-growing and booming
data science industry.”**

Way to Learn Data Science



Project country: United States

Lore Dirick

► Role

Lore Dirick's role was to build a network of prospects for course creation and guide them through the course creation process for DataCamp, the online learning platform for data science.

► Responsibilities

Lore built a large network throughout the United States, consisting of top influencers in the R and Python community (programming languages) which are based in large cities such as Chicago, Boston and Seattle. ***“This was quite a challenge, as I had very few contacts in the United States before moving there for the Prince Albert Fund project.”***

Her project mainly focused on building a quantitative finance program for DataCamp, deciding which courses should be created within this framework. She single-handedly developed this network in the quantitative finance community and managed to get some of the best instructors in the world to be excited about teaching a course on DataCamp. The company now has multiple large financial institutions as clients.

► How she benefited

Before moving to the United States, Lore was doing a PhD at the University of Leuven in Belgium, so she already had work experience in an academic context, but not in a business context. Her Prince Albert Fund experience facilitated a double transition: on the one hand, she moved to a country with a very different culture but she also switched from academia to the business world.

On top of that, she had the chance to work for a start-up company with an exponential development, growing from 290,000 users on its platform in February 2016 to 800,000 in early 2017! After her assignment, Lore stayed on at DataCamp.

The company - DataCamp

DataCamp is the leader in Data Science Education, offering skill-based training, pioneering technical innovation, and courses by some of the world's best educators. From its two main offices in Belgium and the U.S., it develops courses in-house and through partnerships with expert companies (Microsoft, Pluralsight, RStudio) and professors from some of the leading academic institutions (Harvard University, Princeton, etc.) to create content.

“Lore combines an in-depth technical knowledge on quantitative finance with the educational skill set to explain complex matters in an understandable and engaging way. Thanks to her skills, DataCamp now has multiple quantitative finance courses on its platform that have been taken by over 30,000 students worldwide.”

“I believe I developed strong skills during the project, mostly because of the company’s values and the geographic location of my role.”



Project country: Hong Kong

Stephanie Luyten

► Role

Stephanie Luyten’s assignment consisted in the implementation of an e-commerce platform for Puratos APAC (Asia Pacific) across China and India.

► Responsibilities

When Puratos Group decided to launch e-commerce projects in seven countries across the APAC market, coordinated by a central taskforce that was based in Brussels, **Stephanie** had to look after two distinct business units (China and India). The objective was to align e-commerce initiatives with the existing digital services and approaches, to increase sales and access new client segments, improve working capital and challenge today’s way of working.

Stephanie continuously had to deal with new challenges on this project as Puratos had never set up e-commerce projects before nor did they have a dedicated team for this. She had to start from a blank page in an industrial context that is evolving very quickly.

► How she benefited

Puratos has a great way of making people feel at ease when they join the firm. **Stephanie** benefited from the company’s international development in e-commerce, as this became one of the main pillars of the commercial strategy. The purpose was to strengthen Puratos’s market share in the APAC region and more specifically in the giant city of Shanghai.

After the Prince Albert Fund project, **Stephanie** stayed on at Puratos, working as a manager and implementing the company’s strategy in the pan-Asian market.

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 and, in many cases, they are produced by a network of local subsidiaries.

“In addition to these two projects, Stephanie interacted with all the countries in the APAC region, further developing awareness about the digital world and helping them set up different projects in this field.”



**“Applying for the Prince Albert Fund
was one of the best decisions
I ever made in my life.”**

Bart Schaerlaekens

► Role

Bart Schaerlaekens was involved in every step of the business for the implementation in the U.S. market of Cubigo, a mobile platform with convenient access to qualified services for aging people.

► Responsibilities

Work for Cubigo ranged from very strategic to very operational. **Bart** designed a project plan, organized trainings, planned internal resources, managed scope and timings and set up a feedback loop. He helped define the product and its effectiveness in the environment of the senior living community of the city of San Francisco, where he lived.

As entrepreneur-in-residence, he focused on every aspect of the management and operations for a senior group of people. He also broadened his skill set in product management and the challenges associated with the introduction of innovation in a conservative industry and how to deal with them.

► How he benefited

For his Prince Albert Fund project, **Bart** deliberately chose to work with a start-up. **“After six years of corporate experience, I wanted to feel the innovation, rapid decision-making and swiftness of a small company. I was soon amazed by how easy it was to move from idea to execution.”**

This experience definitely changed his approach to business in the future. Being based in the heart of Silicon Valley also made him fully realize how crucial it is to drive change in an industry.

The company - Cubigo

Founded in 2011, Cubigo has developed a cloud-based platform that empowers people to live an independent and healthy life by supporting and stimulating self-care. The platform connects senior citizens, caregivers, family and businesses with a user-friendly, modular User Interface, offering a wide set of functionalities: making doctor's appointments, setting up video calls with family members, tracking and sharing medical data, ordering meals on wheels, and so on. The company has offices in Belgium, Spain and the United States.

“Bart took on the crucial role of user testing and co-creating our product upgrade with the senior citizens and staff in his community. Because of his detailed work and attention to commitments, we were able to rapidly deploy the new product.”

Project country: United States



“I’m much better prepared for starting up my own business because of my Prince Albert Fund experience.”



Project country: United States

Yannick Schuermans

► Role

Yannick Schuermans was sent to the United States as Country Manager to establish a local office and explore market opportunities for Twikit, a cloud-based platform allowing end-to-end product customization for 3D printing manufacturers and other digital manufacturers.

► Responsibilities

Getting a foothold in the American market was strategically very important for the company to support its international development. In terms of objectives, **Yannick** succeeded in establishing Twikit as a player in the customization and digital manufacturing industry (for 3D printing companies and executives, the online 3D printing education sector...).

Even if the process of raising awareness about a new technology required time, patience and persistency, he did succeed in laying the foundation of the company's future growth in the U.S., setting up valuable strategic partnerships and connecting with industry experts.

► How he benefited

Twikit allowed **Yannick** to turn his Prince Albert Fund project into a full-fledged position in the U.S. He soon adapted to the complex and constantly evolving world of 3D Printing and Digital Manufacturing, transforming from an analytical person into an actual entrepreneur, devising and implementing a strategy.

In one of the most fast-paced business environments on the planet, he succeeded in triggering the interest of leading companies such as Adidas, American Standard and Michael Kors as well as smaller companies and start-ups. This approach led to promising advanced qualified leads and the closure of an important deal in the jewelry sector.

The company - Twikit

Twikit is a Belgian scale-up with a focus on 3D customization and digital manufacturing. It sets a new standard for how brands design and create products, namely customizable, production-on-demand, and digital. The company consists of a team of 18 employees from different backgrounds with different fields of expertise. Its skilled software developers and design studio specifically focus on digital manufacturing and customization. Its offices in New York and Antwerp establish strong international relationships with companies that produce everything from fashion, automotive, furniture to consumer electronics.

“Thanks to this experience with Yannick and the Prince Albert Fund, we are now fully established in the American market and ready to further grow in this U.S.”

“Gathering qualitative information was easy.
Translating it into a quantitative model
proved more challenging.”

Marieke Van Roosbroeck

► Role

Cartamundi is the worldwide leader in manufacturing playing cards and games. The company wished to develop its products in the Asia Pacific Region. Marieke assisted Cartamundi with this expansion.

► Responsibilities

Marieke's primary task was to evaluate the relevance of an investment in a dedicated casino cards production line for Cartamundi. Following extensive research, she became quite knowledgeable about all the relevant aspects of the global casino market in a very short time. This helped her meet the influencers and decision-makers in the field, such as casino operators and purchasing managers, and make specific recommendations.

Afterwards, Marieke focused on ways to grow the Cartamundi playing cards business and other game products in the Asia Pacific region, more specifically for children. In that respect, she actively promoted the games and educational cards, launching a new educational range in Singapore pre-schools, working with social media influencers and bloggers.

► How she benefited

Cartamundi allowed Marieke to add several competences to her skillsets such as forecasting, excel and planning experience, which tied in with her ambition to move into strategic operational business development or a consulting position.

This Prince Albert Fund mission came at the right time in her career and was very profitable as it exposed her to new fields of business. Her outstanding work allowed the Group's Board to better evaluate potential business and investment opportunities.

The company - Cartamundi

Cartamundi Group is a Belgian company, based in Turnhout, which has been manufacturing and selling board games, card games, collectible card games, packages and playing cards through its manufacturing and sales subsidiaries since 1765. It is the world's no. 1 company for the production and sales of cards and games. As a result of strategic partnerships and investments, Cartamundi is currently expanding fast all over the world, from Singapore to Brazil, from Stockholm to Dallas and Tokyo.

“The Board congratulated Marieke on the quality of her business report for the company providing us with valuable information with regards to the games market and our competitors.”

Project country: Singapore



“During my project, I learned how to manage and chase a business opportunity on every level. Being responsible for all these steps has made me more complete as an entrepreneur.”

Hans Vander Velpen

► Role

Hans Vander Velpen developed the corporate governance and reporting of the Korys investment company, focusing on a member of its portfolio in the renewable energy sector, called Voltalia, which has a branch in Brazil.

► Responsibilities

Part of Hans's mission was to demonstrate that Korys maintains close ties as an investor with the companies that are part of its investment strategy. In this case, the company in question was the renewable energy/electricity producer Voltalia. He started by working out procedures and benchmarks for the company's reporting on health, safety, corporate governance and environment.

Afterwards, he became more involved in a business development project, helping Voltalia to prepare an offer for a major state energy system bidding procedure. ***“This was a huge challenge as we had to take into account all the aspects of a public bidding procedure, which forced us to become very efficient and resourceful. I also had to learn more about the renewable energy market and understand its technicalities.”***

► How he benefited

The Prince Albert Fund experience has enabled Hans to move from theoretical strategy models to a more profound understanding of the market. But more importantly, after this project he is aware of the ins and outs and the complexity of starting up a new business or opening a branch of an existing business in a new country, more specifically in Brazil.

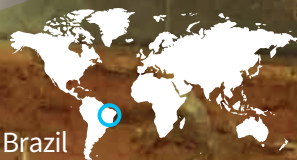
“It not only opened the door to renewable energy for me, but it was also my way into an investment company like Korys. I like the idea of working in the venture capital sector as a long-term career opportunity, where industry specific experience is always an asset.”

The company - Korys

Korys is the investment organization of the Colruyt family, who has been active in the retail sector for over 50 years. The company creates sustainable value through its investments, focusing on sectors such as consumer & retail, life sciences and renewable energy/cleantech. Currently Korys has a diversified portfolio of listed stocks and bonds, private equity funds, and direct investments in small and medium-sized companies.

“Hans's initial assignment brought more professionalism and transparency with regards to Environmental Health and Safety (EHS), which, for Korys, is a crucial requirement as part of its involvement as an investment company.”

Project country: Brazil



“Thanks to this experience, I now feel much more at ease developing project plannings, motivating project teams, working towards deadlines and engaging with stakeholders.”

能 智胜未来

和UCB的患者价值战略保持一致，智胜未来！



Project country: China

Lynn Bonné

► Role

Lynn was part of the Talent APAC ‘SKOpE’ Team. SKOpE stands for ‘Shared Knowledge and Operational Excellence’. Lynn was responsible for supporting and enabling the entire team in driving excellence in the APAC Region.

► Responsibilities

China and Japan are the biggest UCB countries in the APAC region, followed by Australia, Korea, Hong Kong, Taiwan and India. Operational excellence more specifically entails growing the performance of HR and ensuring that the team only concentrates on value-added activities.

Lynn was required to familiarize herself with the main HR processes, as well as adapt to the specific cultural differences both within and outside of the APAC region. She had to learn about Operational Excellence, KPIs, documentation and Project Management and apply these new concepts in her deliverables. As soon as she mastered this, she was able to quickly support the team and guide the employees towards Operational Excellence in the whole region.

► How she benefited

Lynn was surprised at how the Prince Albert Fund experience impacted both her professional and personal life. Having previously worked in finance, she wanted to break out of her comfort zone and develop new capabilities as well as enter a more tangible and impactful industry. She had always been fascinated by the East and the impact of the Chinese on our daily life, so the Prince Albert Fund project with UCB was the perfect opportunity to learn more about this too.

As a result, she now is familiar with all the major HR processes within an organization. She strongly believes that human capital is a company’s most valuable asset, which is why the knowledge she has built up is very valuable to her. On a personal level, this year was also extremely enriching, offering her the possibility to truly explore cultural differences and reflect on her values.

The company - UCB

UCB is a global biopharmaceutical company, with a focus on neurology and immunology. UCB is very active in R&D. The company also promotes neuroscientific research under the patronage of the Queen Elisabeth Medical Foundation with various awards. The company helps thousands of patients in more than 80 countries.

“Lynn jumped at any new project/mission, bringing curiosity, energy and interest to every challenge. Her dynamic attitude and enthusiasm are also a strength and they are hugely contagious. As we like to say at UCB, she is a “Rising star” and all her stakeholders unanimously loved her.”

“Working on your own and being the only representative in a new market is definitely an entrepreneurial experience on the field, and a real challenge.”

Lauren Buysschaert

► Role

Lauren joined Tao Family to help them export their beverages to the American market, as the company had limited experience exporting its drinks to the USA.

► Responsibilities

The American beverage market is a mature and competitive market, where many (large) players fight for the consumer's attention. In that context, **Lauren's** first mission was to conduct a Market analysis and develop a Go-to-Market Strategy. She also worked on establishing a professional network and met with several industry experts.

“Fortunately I was able to contact the CEO of Le Pain Quotidien, a former Prince Albert Fund alumnus, at the start of this project. As a result, our drinks were immediately sold in 98 restaurants across the USA.” Thanks to this partnership, Tao had a strong reference, which it used to approach local importers and beverage manufacturers with a sales team and a distribution network in place.

► How she benefited

Lauren hoped that her project with the Prince Albert Fund would give her the opportunity to have a more hands-on entrepreneurial experience and it did! To ensure her mission was successful, she had to overcome a key challenge. Tao had no referrals in the USA except in a small Belgian healthy food restaurant concept. At the end of her mission, she managed to sign a distribution agreement with a Brooklyn-based beverage manufacturer.

In addition, she used her contacts through BELCHAM (the Belgian chamber of commerce in New York) to successfully introduce Tao drinks in Canada to an importer. The products are now sold in 10 different selling points in Montreal. This experience will certainly help leverage her career in the FMCG industry and in business development.

The company - Tao Family

Tao Family is a Belgian family-owned company, which was established in 2003. The company specializes in healthy and natural beverages, and has two brands and 15 references in its portfolio.

“Lauren has proven to be very motivated and was an important stakeholder for our development in the American market. She fulfilled the objectives 200% until the very end of the project. Thanks to her work, we recently signed a contract with a new partner, based in New York City.”

Project country: United States



“During my mission, I learned a lot more about European consumers, which completely changed my personal consumption.

I have become much more sustainable and socially responsible.”

Julie Capiiau

► Role

Julie contributed to the development of two of Greenyard's sourcing offices, in Colombia and Peru.

► Responsibilities

In Colombia, **Julie** completed the necessary steps to initiate the export of flowers (a new segment for Greenyard Colombia), searching for certified growers, analyzing and defining the required logistics and presenting the plan to Greenyard Flowers in the Netherlands, which is the import entity. **Julie** was also involved in a similar process for the export of limes, which culminated in the export of this produce to various Greenyard entities in Europe.

In Peru, she completed another project, namely mapping the existing and prospective new growers in order to forecast the potential of Peru as an important sourcing country for Greenyard as a group. ***“I reviewed the current plantations and productions and discussed future developments and expansions. Based on the information I collected, I created a production forecast for 2021.”***

► How she benefited

“I gained personal skills that helped me to deal with different kinds of people. Almost all the people I worked with were agronomical engineers,” Julie explains, adding that 95% of them were men. This Prince Albert Fund experience certainly transformed her into a much more “resistant” person at the end. **Julie** also has learned a lot about export and import, which was a completely new business area to her. She was also introduced to the very interesting basics of agriculture: how Greenyard crops grow, which challenges agriculture faces in this part of the world. This gave her a very good idea of this industry's huge potential.

The company - Greenyard Fresh

Greenyard Fresh is a global market leader in fresh, frozen and prepared fruit and vegetables, flowers and plants. It has operations worldwide and serves a global customer base, which includes most of the leading retailers in Europe. The group has more than 8,000 employees in 25 countries worldwide.

“Julie was appreciated for her professionalism, enthusiasm and desire to learn. Her entrepreneurial spirit and problem-solving attitude also helped her to achieve her objectives.”

Project countries: Colombia and Peru



“By living and working in an environment that is completely out of your comfort zone such as China, you develop soft skills, which change the way you approach people and the way you look at things.”

Michel De Landsheere

► Role

Michel supported Unilin in setting up a direct distribution channel in China for one of its flooring products, the Pergo brand, after the termination of a distribution agreement with an exclusive distributor.

► Responsibilities

After analyzing the feasibility of the business plan, which had already been drafted, Michel provided support for its operational implementation and helped facilitate sales. He also established a new pricing strategy for Wood and Laminate for a direct distribution model.

In a second phase, he considered the possibilities for online distribution of the Pergo brand, establishing a three-year business plan for this. As Unilin had no commercial license in China, the company had to operate through its international group, which is based in Shanghai. As Michel was familiar with the ERP system (Enterprise Resource Planning), he was tasked with setting up the Customer Service Department.

► How he benefited

Above all, Michel is really proud to have been able to experience first-hand, through the Prince Albert Fund, how an entire office is set up, covering Sales, Customer Service, Finance, Logistics & Warehousing and Marketing.

This in turn enabled him to understand and challenge a pre-defined business plan even better, and more specifically the financial aspect, including its impact on the initial investment. Moreover, living in China was an eye-opener. ***“It is developing so fast that I believe it won’t be long before they become the world’s leading power. This really is a fast and exciting environment for businesses, which is teeming with ideas for any entrepreneur.”***

The company - Unilin

Unilin produces laminate floors, engineered wood, vinyl floors, boards, decorative panels, finished products, roofing elements and insulation panels. The Belgian company is part of the American company Mohawk Industries Inc., which is listed on the New York stock exchange. Unilin has 20 production units around the world.

“The company appreciated Michel’s hands-on, logic and analytical approach. That is why we decided to offer Michel a job opportunity as Country Manager for Greater China. In this capacity, he is directly responsible for a team of 10 people and a turnover of €20 million.”

Project country: China



**"I have discovered doors to new opportunities
I did not even know existed.
My life and career have changed
tremendously as a result."**

Pieter De Smedt

► Role

The central goal of the project was to set up a regional office for North America in Miami (Florida) for Urban Crop Solutions, a global provider of indoor vertical farms.

► Responsibilities

Pieter had to investigate how the company's products and services could be implemented in this nascent industry - tailor-made plant growth installations. This included conducting a market analysis as well as creating brand awareness, building a network and generating customer leads and enabling sales. **Pieter** had to do all of this while dealing with the challenge of a conservative American agricultural industry.

Unlike Europe, where Dutch greenhouse technology has paved the way, the U.S. market is more skeptical when it comes to adopting new technologies for indoor vertical farming. ***"Active lead generation required more tailored marketing materials for the U.S. market."***

► How he benefited

Thanks to his Prince Albert Fund experience, **Pieter** was able to make the transition from the legal field into the world of business, a decision he hasn't regretted! ***"I started off alone in a foreign country in an entirely new role with a start-up company in a nascent industry, which was a bit destabilizing initially. While I still have a lot to learn today, I am proud of my progress and achievements."***

At the end of the assignment, **Pieter** and Urban Crop Solutions decided that they both wanted to continue collaborating. He was thus appointed USA Country Manager.

The company - Urban Crop Solutions

Founded in Beveren-Leie (Belgium), Urban Crop Solutions is a global turnkey solution provider in automated plant growth infrastructure and plant growth recipes. It also supplies seeds, substrates and nutrients for clients. Currently the company has a growing list of more than 200 varieties of crops that can be grown in closed environment vertical farms. After opening the largest automated plant factory in Europe, Urban Crop Solutions has launched activities in Miami in 2016 and opened a division in Japan in 2017.

"Pieter proved to be a valuable asset for UCS, helping to raise the company's profile in the U.S. market. He became our main U.S. point of contact in no time at all and developed a wide network in our specific industry."

Project country: United States



“I now know how difficult it is to penetrate a market without a network of college alumni and former colleagues to rely on. Without references, it would have been impossible to open a successful office in the U.S.”

Charlotte Feryn

► Role

Charlotte's task was to expand the activities of Proceedix by building an active customer base in San Francisco, USA.

► Responsibilities

At the start of the mission, **Charlotte** created solid partnerships with consultancies. During the second half of the project, she searched for relevant investors. She also acted as the U.S. sales contact for prospects, providing product information, product demonstrations and drafting quotes. At the same time, she provided implementation support on a few contracted PoC (Proof of Concept) pilots. Ultimately, Proceedix gained a lot of positive news coverage and traction in the manufacturing industry.

► How she benefited

Although **Charlotte** felt that one year is rather short for setting up a new company in a very competitive market and ensuring its success, she learned a lot about business development, completing her all-round profile (high-level strategy definition, day-to-day operations, business development). Moreover, she enjoyed being based in San Francisco, which gave her the opportunity to meet a lot of fellow “PAFers”. ***“It made me understand first-hand how the Prince Albert Fund can impact your career, creating an opportunity to move abroad for longer than the initial engagement.”***

She was also able to set up a sales pipeline that she handed over to the Proceedix commercial team at the end of her project. Ideally, in the future, she hopes to work on a similar mission and help another Belgian company to open up a U.S. office.

The company - Proceedix

Proceedix, a Belgian start-up that was founded in 2014, offers a software solution to digitize work instructions and inspections with the use of one central platform and a set of execution applications running on laptops, tablets, smartphones, wearables or smart glasses. Mobile devices can be used to share information about manufacturing operations with co-workers, even when they are at a great distance.

“Physical presence proved to be essential to inspire U.S. customers to engage with our company. The Prince Albert Fund project gave us the time to build confidence and to plant a business seed in American soil.”

Project country: United States



“I have gained insights about how to deliver high value to customers, and manage relationships with very important stakeholders which I did not previously have.”



Project country: Vietnam



Sébastien Heris

► Role

Sébastien joined Ecorem during a period of transition to assist the company, which was considering international expansion, with a focus on Vietnam.

► Responsibilities

After Ecorem decided to participate in a joint venture to launch a new company in Vietnam to support its current activities in this country, and develop new projects on an international level, **Sébastien** was sent to Hanoi to contribute to the development of this newly-created company. Over a period of one year, he took care of various tasks, including defining the business plans, managing customers, finding new leads for projects and new potential customers, preparing quotes for international and local projects and budgets for the following years or hiring new staff. His role was also to act as a bridge between the Vietnamese employees and the Belgian shareholders.

► How he benefited

Sébastien's first challenge was to understand the country and how to do business in such a different environment. He spent a lot of time meeting businessmen with long-standing experience in Vietnam, and Vietnamese people to gather advice and information about how to work in the country. During his year in Vietnam he learnt how to work independently, manage crises, and prioritize.

“I feel that I learnt a lot in a short period of time, by working on various aspects that contributed to the company's development, including marketing, finance, strategy, sales, customer management and human resources. I have had the opportunity to experience all the aspects of running of a company first-hand, which will prove extremely useful in my future career.”

The company - Ecorem

Ecorem is an international environmental consulting company, operating in a variety of sectors including environmental assessment, waste management, waste to energy and pollution control. It exports its consultancy and engineering services worldwide, serving various clients. Its flexible and multilingual team of specialists is experienced in various domains of environment and climate change.

“Sébastien's assignment to Ecorem's Vietnam operations left the company in a better position, allowing it to develop sustainably. I therefore consider that his Prince Albert Fund assignment is a success.”

“Moving from a consulting project manager position to managing the tasks of a “mini-enterprise” was a very interesting learning experience: it included all of the entrepreneurial challenges.”



Project country: Colombia

Louis-Philippe Lammertyn

► Role

Louis-Philippe helped the Colombian office of Hinicio, a strategy consulting firm specializing in sustainable energy, to meet its corporate objectives in terms of commercial buy-in, market positioning, team set-up, implementation of internal operational processes and financial performance.

► Responsibilities

After installing efficient working processes and a local team, **Louis-Philippe** was able to work on projects with a huge local impact in the renewable energy sector in South America. He was involved in the establishment of a roadmap for the Peruvian ministry of energy, advising on how to achieve electro-mobility in air polluted cities. He also participated in a business analysis to define how hydrogen storage created by solar energy could help small Caribbean islands have fully renewable energy resources.

Thanks to these activities, Hinicio gained a lot of brand recognition, resulting in profitable LATAM operations.

► How he benefited

“After one year, all of Hinicio knew that the Bogota office was a fun and dynamic place to work,” Louis-Philippe says with a smile. At the same time, working in Columbia proved quite a challenge on the mental level, as Louis-Philippe moved from a highly structured and efficient environment in Europe to a slower working environment, less result oriented and prone to surprises.

This Prince Albert Fund experience definitely helped **Louis-Philippe** evolve towards a more holistic management approach, to operate a niche strategy consulting business. **Louis-Philippe** decided to stay with the company, to further contribute to the success of the Latin American business. He is considering taking up a similar role in the European business in the future.

The company - Hinicio

Hinicio is a strategy consulting firm specializing in sustainable energy and transport. The company supports public (international, national, regional or local institutions) and private (large corporate accounts and innovative startups) clients as well as “cleantech” investors in its areas of expertise, which include renewable energy, energy storage, energy efficiency and sustainable transport.

“Through his active involvement, Louis-Philippe was able to make a strong contribution to our corporate objectives. He helped us achieve specific business development successes to feed-in corporate growth in Colombia and Latin America. In this respect Hinicio is now much better positioned in Colombia!”

“This was a challenging albeit very rewarding assignment, which I was very proud to successfully contribute to, considering this was a brand-new field for me.”

Gauthier Meessen

► Role

Gauthier participated in the launch of two innovative neurology drugs for UCB China.

► Responsibilities

His primary objective was to coordinate the preparation of the launch of both drugs. In addition to this initial objective, he actively took part in multiple key strategic commercial decisions regarding the launches of the new products, i.e., segmentation and market positioning, supervision of a 10-Year sales planning exercise and participation in the pricing and market access project.

He also had to quickly assimilate a lot of information about the clinical specificities of the medicines, as well as about China's healthcare ecosystem. Interacting closely with health care specialists, understanding the unmet needs of millions of patients, and continuously seeking to bring them new therapeutic solutions was very gratifying.

► How he benefited

Prior to his Prince Albert Fund assignment, **Gauthier** worked in the finance team of a global healthcare company, where he was promised a bright future in Finance. But once he realized that he was specializing in a niche function and not growing as much as he wanted, he decided to broaden his horizon and actively pursue new opportunities.

The Prince Albert Fund program helped **Gauthier** to jump ahead and develop new skills and expertise. Even if it takes a great leap of faith to quit your job after five years and start working at the other end of the world, Gauthier doesn't regret his decision! At UCB he was given the opportunity to coordinate multiple cross-functional assignments and learn more about general management roles, which was his objective.

The company - UCB China

With its unique mix of expertise in biology and chemistry, UCB is a Belgian pharmaceutical company with operations in 40 countries. The group aspires to be the patient-centric global biopharmaceutical leader transforming the lives of people living with severe diseases. In 2014, UCB opened a new manufacturing site in China, bringing innovative medicines to patients in Asia.

“Gauthier's contribution has been of great value to UCB China. From strategic thinking to an analytical mindset and cross-functional leadership, he possesses a large set of capabilities that were critical to the success of our project on the Chinese market.”

Project country: China



“I learnt a lot about the craft beer industry and the Japanese market and developed negotiation skills and a strong sense of responsibility.”

Maxime Pecsteen

► Role

Maxime was tasked with developing the Brussels Beer Project's (BBP) activities in Tokyo, Japan.

► Responsibilities

Brussels Beer Project is much more than a mere brewery, creating a world of co-creativity and a community that reflects on taste. So it was vital that **Maxime** understood the idea behind BBP to become a true “brand ambassador”. After an intense training, **Maxime** developed a proposal to establish a franchise model for the company in Tokyo, where he would proactively identify and contact bars and restaurants to sell the company's beers. He also had to focus on creating a community around the Brussels Beer Project, organizing events to present the story behind the project and tasting sessions.

► How he benefited

All in all, **Maxime's** contribution to the project propelled BBP, which is essentially a start-up, to the forefront of the local craft beer scene, creating the necessary traction to convince the local importer to launch a project with the company. **“I am proud to say that I contributed to a substantial growth in sales of BBP in Japan, with sales doubling in 2017, compared with 2016!”**

This success even inspired the importer to propose a joint launch of a Brussels Beer Project bar in Shinjuku, the center of night life in Tokyo.

At the end of his assignment, **Maxime** was extremely happy to be hired by BBP where he will continue to grow, along with the company, as their “Export Shaman”.

The company - Brussels Beer Project

Brussels Beer Project is a micro-brewery which was established in 2013. It is a collaborative project based on co-creativity and aimed at innovation on the brewery scene. A community of 2,500 subscribers crowdfunded the project, giving it the opportunity to open a collaborative brewery in the centre of Brussels and its first international BBP taproom in the thriving district of Shinjuku in Tokyo. A new taproom will soon open in the Pigalle district of Paris.

“Japan was a key export market for us. Maxime was able to forge long-term relationships there and build even stronger foundations. He was instrumental in helping raise awareness about the Beer Project in Tokyo and beyond. The launch of BBP in Shinjuku, Tokyo, had a big impact for us, both in Japan and Belgium.”

Project country: Japan



“I feel that I moved from the category of ‘high potential’ professional to that of ‘high added-value’ professional.”

TURNKEY
CAL FARMING
TIONS PROVIDER

URBAN CRO
SOLUTION



Project country: Japan

Nicolas Tsurukawa

► Role

Nicolas's project for Urban Crop Solutions (UCS) consisted of establishing a presence in Japan for the company, identify local agents, and sell up vertical farms and/or a large scale plant factory.

► Responsibilities

Getting to know the Japanese market was one of **Nicolas**'s first challenges. Japan can be a challenging place to do business, where results can only be achieved and measured in the long term. **“I learned how long it takes to negotiate with Japanese companies.”** That is why **Nicolas** proposed to start by establishing non-commercial objectives, such as identifying trade shows, establishing legal entities for a Representation Office, creating marketing material, identifying key partners, etc.

Once this was done, he could start to contact potential buyers. He also set up collaborations with two local distributors that will represent UCS in Japan, as this seems to be the most efficient way of working in Japan in this sector.

► How he benefited

After his Prince Albert Fund year, **Nicolas** became an expert on the dimensioning of plant factories. He now understands the pros and cons of various technical options (indoor environment control, biological aspects...) and can estimate operational costs that take into account local parameters. He speaks standard Japanese, including business Japanese much more fluently and also became an expert in the very complex etiquette and business customs, which take several years to master. **Nicolas** will continue his mission in Japan for Urban Crop Solutions hoping to finalize the deals he initiated.

The company - Urban Crop Solutions

Founded in Beveren-Leie (Belgium) in 2014, Urban Crop Solutions is a global turnkey solution provider in automated plant growth infrastructure and plant growth recipes. It also supplies seeds, substrates and nutrients. Currently the company has a growing list of more than 200 varieties of crops that can be grown in closed environment vertical farms. After opening Europe's largest automated plant factory, Urban Crop Solutions launched activities in Miami in 2016 and opened a division in Japan in 2017.

“Beyond the scope of his assignment, Nicolas contributed to a critical mindset and established connections with a good level of knowledge in different fields (biology, engineering, and sales). This is rather unusual in our company, where each category of tasks is individually organized and distributed among specialists of each field.”

“By taking full responsibility for my project, I was able to further enhance my leadership, business and management skills.”

Pauline Van der Eecken

► Role

Pauline's project consisted of preparing Stevia One as an authorized supplier for its potential customers. Stevia One is a vertically integrated company, operating its own stevia fields in the Peruvian jungle.

► Responsibilities

Pauline was responsible for identifying the needs of future customers, mapping them out and implementing them within the defined scope, budget and time frame. She gathered key information for R&D (pesticides regulation, different flavor formulations), Quality, Commercial, Logistics (packaging requirements), etc.

Once the main requirements had been identified, she developed an implementation plan, prioritizing strategic customer requirements, based on the sales plan.

In addition to her main project, she provided sales support for the company's trading activities with a key customer, who exports to Latin America and Asia.

► How she benefited

“This Prince Albert Fund experience helped me understand the sales process from A to Z in a start-up environment, for a company with huge potential.” From zero experience in commercial and project management, Pauline graduated to a commercial management role. She learned how to use new tools for implementing a project, to prioritize activities within time and budget constraints and proactively delve deeper into certain topics such as the regulatory framework. But, above all, she truly connected with Peruvian culture.

“This connection with the locals inspired me and forced me to rethink what are the real values of life. This journey also made me aware more than ever of our current climate problem and the need to contribute to a greener planet.”

The company - Stevia One Peru

Stevia One Peru, part of the group Durabilis, produces and sells stevia extracts to customers around the world. Its products help to reduce added sugar and calories in mainstream foods and beverages. The company was founded in 2009 and is based in Lima, Peru.

“The company was very satisfied with Pauline's work and we offered to extend her contract so she can finish implementing the commercial requirements, as the factory will commence production in early 2018.”

Project country: Peru



"I made huge steps forward in discovering my full potential. The project ticked all the boxes, meeting all the criteria I had set for myself and helped me identify my true passions and strengths."

Charlotte Verhaeghe

► Role

Charlotte started by focusing on innovation development and an HR transformation project at Novacare in Princeton, a Global Business Unit (GBU) of Solvay, contributing to a major restructuring plan as time went on.

► Responsibilities

Initially, **Charlotte** supported the Strategy team in defining the way forward for the integration of external innovation processes. She also became acquainted with the challenges of Diversity and Inclusion in the Novacare GBU.

But following a tough year, with results that were not up to par, the Novacare business priorities changed, along with **Charlotte's** initial assignment. Under the new project – a restructuring and transformation plan – her role consisted of providing support for the implementation of a central reporting system and raising the engagement of management and financial controllers for the project's execution. She proposed some radical changes to Novacare's organization and processes to simplify and transform the unit into a more agile and customer centric entity.

► How she benefited

One of the biggest challenges **Charlotte** faced and embraced was being exposed "to the journey of the transformation Solvay/Novacare was undergoing". She came to understand how vital it was to optimize and simplify processes and costs. She learnt a lot about the business, the management style and how the company operates due to the project's nature. Working with different people at all levels of the Novacare organization was another very interesting aspect of the project.

"I learnt a lot about the cultural and operational challenges of working on a global level and of merging two companies that are similar in size. This will help me tremendously in my future career."

The company - Novacare

Novacare is one of Solvay's biggest Global Business Units and is part of the Rhodia legacy, the company that Solvay acquired in 2011. It develops leading edge technologies that affect the products that are found in shampoos, detergents, paints, lubricants, plant protection, mining and oil extraction.

"During this project, Charlotte's role has been critical in structuring the project and mobilizing key managers to contribute new creative ideas and initiatives to meet the challenging savings targets set by senior management."

Project country: United States



“My experience is a great asset on my résumé, especially as I am interested in working in innovation and entrepreneurship. The project definitely makes me stand out on the job market.”

Jens Verhiest

► Role

The primary objective of Jens's Prince Albert Fund mission was to enter the American market with LuckyCycle's gamification product.

► Responsibilities

LuckyCycle was primarily interested in an indirect sales model, i.e., finding the right partnerships in the marketing and payments industry that could bring the product to market. To tackle this, **Jens** started by creating a list of “target” partners. After evaluating whether a potential partner's business could benefit from LuckyCycle's innovative product, the company decided to promote a SaaS product (Software as a Service). **Jens** immersed himself in the product communities in San Francisco and started to prepare the next development wave of LuckyCycle. He met with several different experts in the fields of design, machine learning and web start-ups, who shared their advice and experience in building a SaaS product.

► How he benefited

The Prince Albert Fund project with LuckyCycle in San Francisco was a game changer in **Jens's** professional career. ***“I had tackled many challenges in my previous job as a consultant but I found this project was even more challenging, as you're confronted with people who are among the absolute top in their field.”***

Besides business development, **Jens** was also introduced to the Silicon Valley way of developing a start-up into a big successful company. By participating in the many different communities he learned from the best in the industry: how to pitch, how to raise money, how to scale, how to close deals, how to build your product... Various dimensions he'll continue to apply in his professional career.

The company - LuckyCycle

LuckyCycle is a patented sales promotion tool enabling online shops to organize gamified promotions for their customers. It allows them to offer free purchases to their customers in accordance with pre-set parameters.

“Jens rapidly and proactively took over the role of Marketing Manager within LuckyCycle. This really was a weakness within our company, as we didn't have anybody who was in charge of clearly defining and presenting our offer to the clients. Jens really has a knack for that, and he helped us make a lot of progress in that area.”



Project country: United States

“I learned that my main source of motivation was constant learning and working with inspiring people.”

Eva Willemen

► Role

Eva's mission in Brazil focused on setting up a sales office in the city of São Paulo as a base to ensure the strong presence of De Halve Maan in the Brazilian beer market.

► Responsibilities

The Bruges-based brewery, which is pursuing a strategy of international expansion, decided to open a sales office in Brazil, after China and Mexico. In the first phase of the project, **Eva** assessed the possibility of creating a joint venture with an existing Brazilian import partner. She developed possible schemes for such a partnership and proposed a double structure – creating a Brazilian holding and a daughter company in São Paulo. She also elaborated a detailed financial plan, outlining all the aspects of the import and sales process, including all applicable taxes to have a clear idea of the required working capital.

“I found this a very interesting part of my job as I got to delve deeper into the cost structure of a start-up company, obtaining a comprehensive overview of the complicated tax structure in Brazil.”

This plan served as a backbone for investment decisions as well as offering different profit scenarios simulations.

► How she benefited

Eva was very inspired by Brazilians' entrepreneurial spirit. ***“Trading is in the country's DNA, and the young generation has completely embraced the start-up lifestyle.”*** At the same time, she also learnt how to deal with challenges that are specific to Brazil – extensive administration, (a lack of) safety, huge distances – as well as creative solutions such as mobile applications or services. **Eva** is convinced this country is a great environment to learn and trigger people to embark on their own entrepreneurial adventure.

The company - De Halve Maan

The family-run brewery De Halve Maan is located on the Waggelwater industrial estate in Bruges. Continuing investments in capacity and quality have contributed to the success of the company's beer products. The family has strived to achieve outstanding quality for six successive generations. Today its brand is exported to over 20 countries on three different continents.

“Ultimately, all the start-up's objectives were achieved and that is the most important outcome of the project for De Halve Maan.”

Project country: Brazil



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 a EU citizen with a clear link with 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 (at the date of application)

Interested?

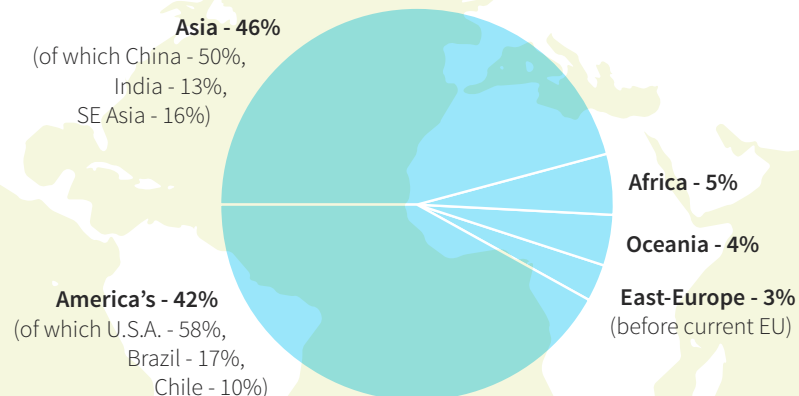
Find out more on www.princealbertfund.be
or join one of our info sessions and decide
whether you're ready to spread your wings and take off!

► Key figures: 1984 – 2018

420 Alumni around the globe

31% women - 69% 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 coach or 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!

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Prince Albert Fund
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