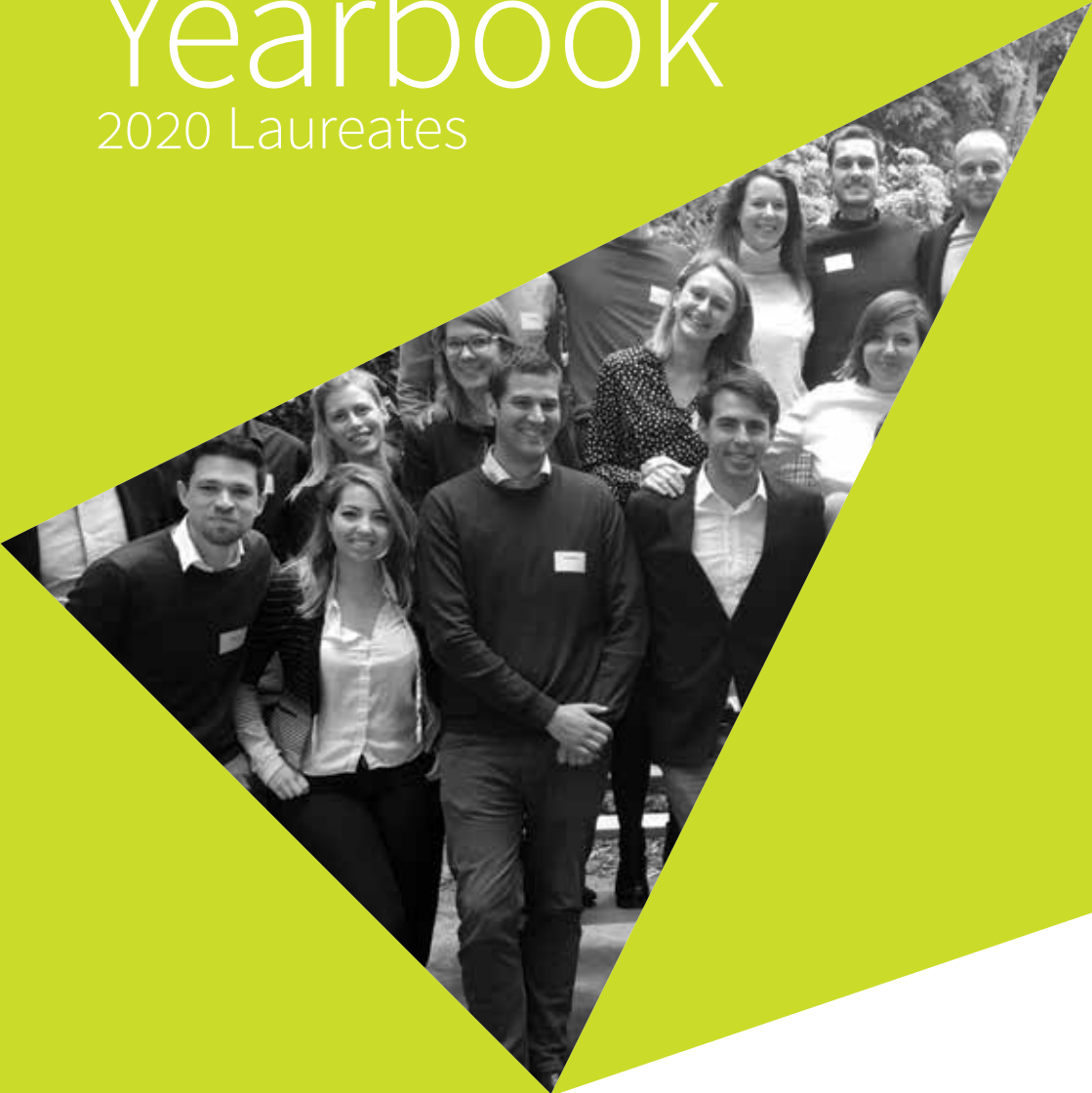


2021 Yearbook

2020 Laureates



Prince Albert Fund
managed by the King Baudouin Foundation



Dear friends of the Prince Albert Fund,

You will discover the profiles and experiences of twenty four young professionals who have taken up the challenge of international leadership development during peak pandemic times. They now join the 464 existing Laureates of the Prince Albert Fund (PAF). We have been focusing relentlessly on the pursuit of our mission which is to help selected talents grow by experiencing an entrepreneurial business development project overseas, thus contributing to the expansion of Belgian businesses.

PAF's new laureates have shown exceptional resilience and flexibility in leading their projects. As you might imagine, the level of international exposure has been challenged by health safety and mobility restrictions. We have been impressed with their positive mindset, adaptability and by the change they have been contributing to their host organizations. Our wholehearted congratulations on their efforts and achievements!

The past year has been more than challenging. Our ways of living and of working have been disrupted. For many of us, our loved ones, our colleagues and fellow citizens the Covid crisis has brought substantial health and economic consequences. We have been pushed out of our comfort zone and have started questioning the existing paradigms. The extreme climate events across the world have added to the challenge.

At PAF, we have seized the opportunity of this crisis to re-examine our goals and operating principles. We interviewed key stakeholders, listened to their suggestions and interrogations. All have emphasised our relevance, both to developing international leaders as well as Belgian companies and society. Their insights pointed to the opportunity for PAF to enhance our diversity and inclusion. We have been working on progressing this in a measurable way. We have also realised that PAF must double down on being an actor of positive change. We are therefore encouraging companies and candidates to pursue projects that contribute to identified Sustainable Development Goals.

I would like to extend a special thank you to Anne-Catherine Chevalier, Executive Director of PAF, for the focus, energy and care she has been bringing to our organization and PAF candidates during the pandemic. Thanks to her commitment and resilience PAF has been able to continue to fully deliver on its mission.

We look to the future with optimism and want to contribute by growing outstanding candidates for this new world.

Yours sincerely,

Emmanuel Caeymaex
Chairman Prince Albert Fund

► Our Steering Committee

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

Composition of the Steering Committee (2021)

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

Fahti Tlatli, President Global Auto-Mobility Sector, DHL, Alumni 1988

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

► Laureates 2020

Emilie Bataille de Longprey , Renson	7	Piet Renson , Bioracer	31
Diego Bleeckx , Unifly	9	Roxanne Sabbe , Amoobi	33
Jente Broeckx , VITO	11	Lauranne Snick , Gilen Immobiliën	35
Matthieu Colle , Renson	13	Morgane Stok , Savics	37
Jonathan de Cartier , Renson	15	Amélie Timmermans , UCB	39
Jolien De Graeve , Boortmalt	17	Toon Torfs , The Park Playground	41
Juan-Alejandro Gits , Boortmalt	19	Sarah Tuytschaever , UCB	43
Livia Keseman , Twentyeight Health	21	Siemen Van Asch , THEO Technologies	45
Toon Lambrecht , Cumul.io	23	Camille Van Damme , Libeert	47
Marie-Astrid Maenhout , La Lorraine Bakery Group (LLGB)	25	Jenthe van Gastel , Faktion	49
Veerle Monkerhey , Paprika	27	Marie-Evelyne Vander Stichele , La Lorraine Bakery Group (LLGB)	51
Paulina Murrath , Urban Crop Solutions	29	Gauthier Verhaegen , Savics	53



**“Thanks to my Prince Albert Fund project,
I have all the tools I need to start
my own business.”**

Emilie Bataille de Longprey

► Role

Emilie was involved in a project for Renson, which mainly consisted of developing a local US marketing plan for the company.

► Responsibilities

In addition to developing a marketing approach, **Emilie** was in charge of related activities to raise brand awareness among the company's main targets, i.e., architects and high-end homeowners in the USA and Canada.

All these efforts were geared towards increasing the number of quality leads, which would then be followed up by the sales team. The number of leads collected in the USA increased by +289% in 2020 compared to 2019, thanks to her efforts.

► How she benefited

According to **Emilie**, one of the first things she learned to do and that she has since gotten better at is goalsetting. **“Listening is another skill I’ve put in practice throughout my project”**, she adds. She also improved her relationship building skills, more specifically in order to meet the local suppliers according to local requirements and standards.

The company - Renson

‘Creating Healthy Spaces’ is the mission of Renson. Since 1909, this Belgian family business creates a comfortable and healthy living and working environment with sophisticated ventilation, sun protection and outdoor solutions. Focusing more and more on its own research and innovation, Renson became internationally renowned and rapidly growing as a knowledgeable company.

“Emilie’s local and attentive analysis made us switch to a more American mindset and approach. It taught us that we had to be more American to become successful in the US market, to meet our Belgian expectations.”

Project country: United States



“I became much more organized, learned how to nurture a lead and gained a good grasp of how to develop a business.”



Project country: Colombia



Diego Bleeckx

► Role

Diego was responsible for developing the activities of Unifly in Latin America from Bogota. After Europe and North-America, Unifly wanted to explore new markets.

► Responsibilities

Diego's main responsibility was to sell Unifly to the Air Navigation Service Providers (ANSP's) and Civil Aviation Authorities (CAA's) in Colombia. UTM (Unmanned Traffic Management) was a pretty new concept in the region and required support from Diego in helping define its characteristics.

Back in Belgium due to covid, Diego provided support to the product and sales teams. He worked on the business case, value proposition, pricing approach, market estimation, ... Quite challenging for someone who had no prior business education!

► How he benefited

For Diego, it was rather demanding to start from a blank page in several LATAM countries: it required a lot of motivation, setting his own goals and priorities, defining the strategy and establishing the right contacts. Moreover, being locked down abroad proved more challenging than he expected.

“At the end of the day, I definitely became more resilient and adaptable and am now prepared for the next setback when it will come”, he concludes laughing.

The company - Unifly

Founded in 2015 and based in Antwerp, Unifly is a software company that developed a platform for the safe integration of drones in airspace. This award-winning spin-off company of VITO (the Flemish institute for technological research) specializes in aviation web and mobile app development. Its main mission is to develop applications that facilitate drone traffic in the very-low-altitude airspace.

“Diego did a great job in expanding the Unifly network in South America. Unfortunately, due to Covid-19, he had to return to Belgium. But he made a major contribution to building the 2021 business and pricing models for the Strategic 2021 and beyond plan.”

“My Prince Albert Fund experience was a giant stepping stone in my career. I could not have wished for a better transition from academics to business.”

Jente Broeckx

► Role

The main purpose of Jente's project was to examine the potential of VITO's solutions on the Indian market in view of extending and establishing the organization's presence across the country.

► Responsibilities

Given VITO's focus on promoting the transition to sustainability, **Jente** identified and assessed local partners for potential collaboration in the relevant domains of urban development, air and water quality, climate impact and energy. He then engaged with local authorities and decision makers in governmental departments and in industry to initiate activities. This gave the company further insight in the relevance of its tools and technology for India.

► How he benefited

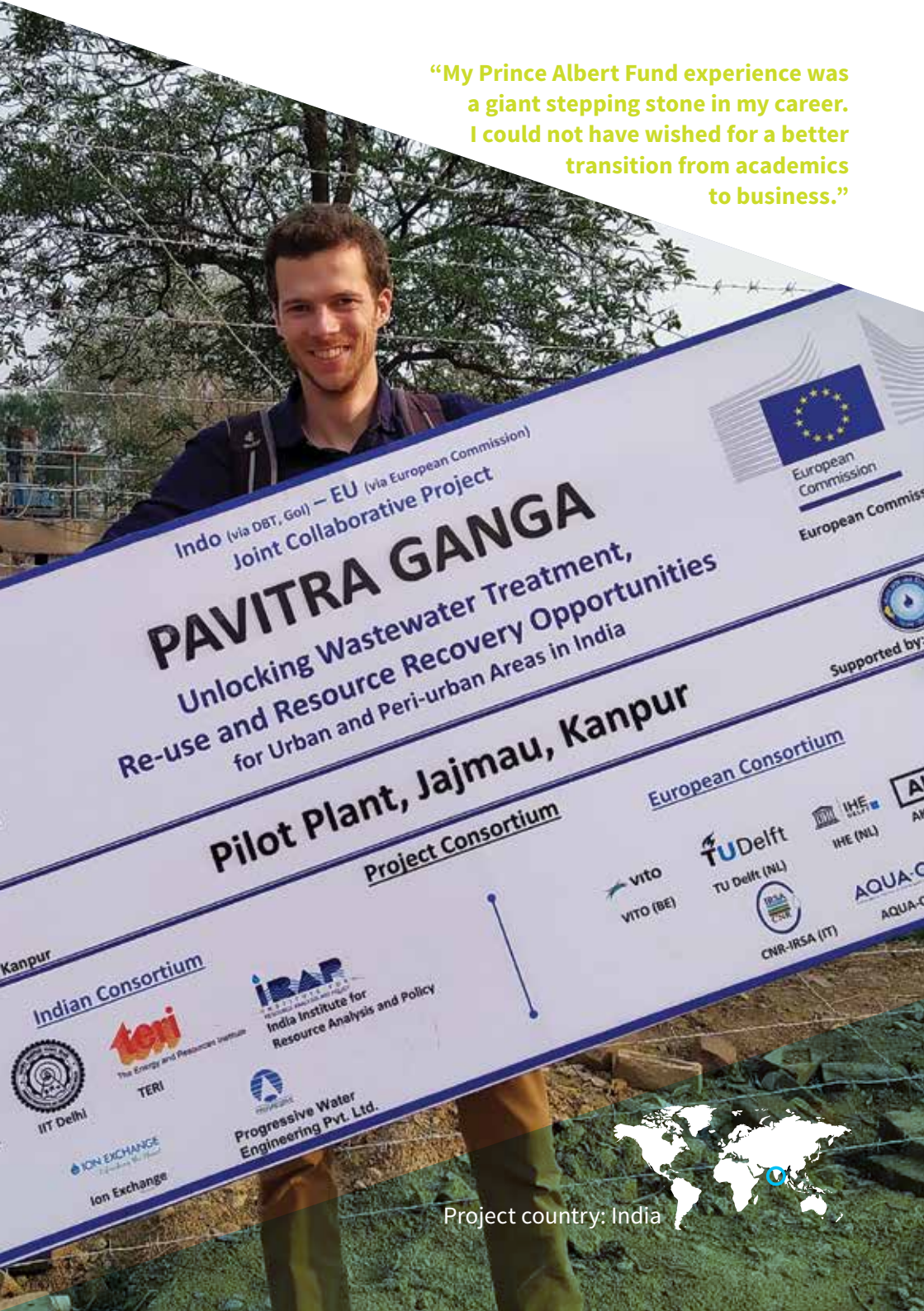
This Prince Albert Fund mission has taught **Jente** to think in a much more solution-oriented manner, placing emphasis on the end result and the benefits for a city and the local population.

Working in the field, on his own, gave him invaluable hands-on business experience: setting the Indian agenda, launching new ideas, bringing theoretical solutions from Belgium to practical reality in India, ... **“I believe the experience here has armed me for working in other more challenging environments and emerging economies,”** he concludes.

The company - VITO

VITO is an independent Flemish research organization in the area of cleantech and sustainable development. It accelerates the transition to a sustainable world with innovative technological solutions, interdisciplinary research and large-scale pilot installations. Among its goals are the reduction of the consumption of fossil-based feedstocks and energy, the stimulation of the sustainable use of space and water, with links to health, agriculture and more.

“Because Jente was based in Bangalore and on our partners' premises, we were able to learn much much more about the way companies are doing business in India and identify potential synergies.”



Project country: India



“I have developed a better understanding of international trade and learned to research markets and set up a business plan.”

Matthieu Colle

► Role

Matthieu’s main objective was to identify the future growth strategy of Renson Australia by analyzing the potential for local production, mergers or partnerships.

► Responsibilities

In order to define Renson’s market strategy, several important questions had to be answered first. **Matthieu** therefore conducted a market research project covering market volumes, competition, market structure, distribution channels, value chain, pricing policies and potential partners.

He also interviewed several people in the solar shading and outdoor industry, ranging from business executives, members of industry associations, architects, retailers and consumers. This clarified many topics for the senior management team in Belgium.

► How he benefited

Matthieu gained extensive knowledge on the Australian solar shading and outdoor industry. This, along with his online market research, has helped him understand the route to market strategy to implement for the company’s products and develop a subsequent strategic plan for its expansion in Australia. “***I developed my hard skills through analytical analyses***”, he explains.

The company - Renson

Renson’s mission is ‘Creating Healthy Spaces’. Since 1909, this Belgian family business has created a comfortable and healthy living and working environment with sophisticated ventilation, sun protection and outdoor solutions. Increasingly focused on its own research and innovation, Renson has since become internationally renowned and a fast-growing company.

“Matthieu added value to our sales and marketing operations in Australia because his research into the local zip screen market helped us better understand the potential for this product range. We have now a better view on where we want to focus our sales and marketing efforts.”

Project country: Australia



“The main challenges I encountered were understanding a new industry, in a foreign country with a different business approach.”

Jonathan de Cartier

► Role

Jonathan's mission was to work on the transition of Renson Inc from a Belgian company that exports its products to the US market to a company with a local and dedicated US market approach and strategy.

► Responsibilities

Jonathan defined several objectives that needed to be achieved such as mapping the existing route-to-market and customer footprint, conducted an analysis of the competition, identified best practices and evaluated geographical sales potential. Finally, he had to implement the strategy he had defined, a 3-year business plan, after it was validated by the company's management.

► How he benefited

Despite the obstacles and difficulties that Jonathan had to face, his Prince Albert Fund project was successful, **“making me feel that I can tackle any future professional challenge”**, he adds.

Working in the US also taught him a new perspective: always be one step ahead of the others, think outside the box and don't be afraid of exporting your business.

The company - Renson

Renson's mission is 'Creating Healthy Spaces'. Since 1909, this Belgian family business has created a comfortable and healthy living and working environment with sophisticated ventilation, sun protection and outdoor solutions. Increasingly focused on its own research and innovation, Renson has since become internationally renowned and a fast-growing knowledgeable company.

“Jonathan's added value was dual. On the one hand, he helped the company to define its US trajectory and needs, on the other hand, he had a more direct, hands-on and solution driven added value. He helped us to take a hard look in the mirror and rethink certain truths. In the end, the outcome was exactly what we hoped it would be, and what we actually strive for.”



Project country: Unites States



“The Prince Albert Fund allowed me to move my career in a new direction.”



Project country: Australia

Jolien De Graeve

► Role

Jolien was responsible for the development and implementation of a strategy to grow the craft market for Boortmalt in Australia.

► Responsibilities

Her assignment involved a mix of business development and project management tasks, with lots of variety in her daily work, switching between operational and strategic activities. To build the strategy, **Jolien** first needed to conduct a thorough market analysis. Based on the information she gathered and analyzed, she proposed a plan of action to grow the craft brand, including branding, a go-to-market approach and where to focus the innovation and organization efforts.

► How she benefited

Following her Prince Albert Fund experience, **Jolien** believes that she mainly developed life skills – an entrepreneurial mindset, decision-making in uncertain situations, the ability to establish new connections and to maintain positive energy even in difficult situations.

“The type of skills that will be essential throughout my career”, she concludes.

The company - Boortmalt

Boortmalt is the world's leading malting company with a production capacity of 3 million tons. The group, a fully owned subsidiary of the agricultural and agribusiness cooperative Axereal, has a presence on 5 continents with 27 malting plants. Boortmalt's expertise is widely acknowledged by brewers and distillers who rely on its top-quality barley malt for their production.

“Jolien was tasked with reviewing and redefining our business strategy to maximize our market share and profitability in the burgeoning Craft Brewery segment in Australia. Despite the coronavirus pandemic, she completed her assignment with diligence, professionalism and focus.”



“The project allowed me to significantly develop my management skills and improve my soft skills along the way.”

Juan-Alejandro Gits

► Role

Juan-Alejandro was assigned a project by Boortmalt to redevelop a newly acquired Argentinean craft business and bring it in line with the corporate philosophy.

► Responsibilities

Juan-Alejandro's main objective was to develop and design a new premium brand, with an underlying top-quality product and service. Other objectives included conducting an in-depth market analysis of the Argentinean craft market and the positioning of the company's current brand. He also analyzed the internal processes to optimize their efficiency, reviewed the current supply chain and improved the commercial margins.

► How he benefited

By choosing this project, Juan-Alejandro stepped out of his comfort zone as a lawyer, venturing into business strategy, supply chain optimization, sales, marketing and IT development, all of which were uncharted territory for him.

“Doing this in a different language, and in a market and industry in which I had no prior experience, made this even more challenging”, he says. In combination with the coronavirus pandemic, this also increased his resilience and capacity to adapt to difficult circumstances.

The company - Boortmalt

Boortmalt is the world's leading malting company with a production capacity of 3 million tons. The group, a fully owned subsidiary of the agricultural and agribusiness cooperative Axereal, has a presence on 5 continents with 27 malting plants. Boortmalt's expertise is widely acknowledged by brewers and distillers who rely on its top-quality barley malt for their production.

“Juan-Alejandro contributed to developing a new brand and sub-brands to serve craft breweries in Latin America, resulting in a transformation process of the craft business' commercial and service activities in the region. He exceeded our expectations.”

Project country: Argentina



**“Thanks to the Prince Albert Fund,
I was able to make the shift
to the startup world.”**



Project country: United States

Livia Keseman

► Role

Livia started working in Business Development at Byteflies, a young MedTech startup, in the North American region. Due to the coronavirus pandemic, she moved to Twentyeight Health, where she was tasked with deploying the company's activities in new strategic US States.

► Responsibilities

One of Livia's main responsibilities was to expand the business geographically to offer the Twentyeight Health solutions to an increased number of underserved women, the company's core target. She defined the States that the company should expand to and oversaw the market entry.

She also developed a new partnership with a pharmacy which accelerated the expansion. A last task was to establish the next reproductive and sexual health products that Twentyeight Health should bring to the market.

► How she benefited

“Twentyeight Health has a culture of feedback which pushed me to become a better version of myself every week”, she recalls. During her Prince Albert Fund experience, Livia learned how to optimize her time and how to take strategic decisions. ***“All of these experiences made me stronger and turned me into a better entrepreneur”***, she says. She also realized that being able to have a direct influence on the lives of underserved women is where she feels in her element.

The company - Twentyeight Health

Twentyeight Health is a mission-driven women's health organization with the goal of increasing access to reproductive and sexual healthcare for underserved women through convenient, affordable, and high-quality care.

The company employs teams of doctors, public health experts, designers, engineers, and builders committed to changing the face of healthcare.

“Livia achieved ambitious goals with a high level of success, thoughtfulness and hard work. She enabled Twentyeight to be active in 21 states by early 2021, expanding our coverage of women in reproductive age from 20% to 73%, helping to serve millions more women in the long run.”

“This Prince Albert Fund year has given my sales and business development skills a huge boost.”

Toon Lambrecht

► Role

Toon was hired as VP Business Development to further expand Cumul.io's footprint in North America.

► Responsibilities

As VP Business Development, Toon's main responsibility was new client acquisition. He was therefore expected to raise awareness about Cumul.io in the local tech community, among Venture Capital firms (VCs) and more broadly in the American embedded analytics landscape. The main challenge was to gain traction among US customers as a small Belgian startup.

► How he benefited

Due in part to Toon's efforts as Cumul.io's first overseas employee, he saw the US team grow to 4 people. He is proud that his business development activities contributed to Cumul.io's raising of USD 3.5 million in capital in November 2020. Toon also achieved a substantial amount in new Annual Recurring Revenue across 16 new customers.

This experience has helped him have a lot more confidence in himself and his abilities. ***“The tech industry was new to me. As a result, I constantly found myself in situations where I had to improvise which dramatically expanded my comfort zone”***, he says.

The company - Cumul.io

Cumul.io, founded in Leuven (Belgium), is a cloud analytics platform for business experts & SaaS companies, enabling them to integrate intuitive and powerful data visualization into their daily operations. This startup helps companies to build interactive reporting dashboards in numerous industries from marketing, retail to education.

“As Cumul.io's first colleague in the US, Toon has been instrumental in the company's expansion in this market. His dedication to becoming proficient in the role has been remarkable.”

Project country: United States



“This Prince Albert Fund project enabled me to develop a multitude of new professional skills in just one year.”



Project country: Canada & United States

Marie-Astrid Maenhout

► Role

The objective of Marie-Astrid's project was to further support the La Lorraine Bakery Group (LLGB)'s international growth strategy by expanding its business to the new territory of North America.

► Responsibilities

During the first phase of her mission, **Marie-Astrid** defined the scope of a research study in order to manage customers' expectations, as North America comprises two large markets, the US and Canada. She then set out a clear roadmap for achieving the deliverables. During the second phase, she focused on developing the commercial activities.

► How she benefited

This experience opened up a whole new world for her as this was the first time that she was also responsible for what comes next, i.e. the implementation of the recommendations.

“You thus become accountable for the success of your own recommendation”, she explains. “The increased responsibility for putting your recommendation into practice was exactly what I was looking for in a Prince Albert Fund project”.

The company - La Lorraine Bakery Group (LLGB)

The La Lorraine Bakery Group (LLBG) is a 100% Belgian-owned family company active in the European milling and baking sectors. It 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 also sells its high-quality bakery products worldwide, in more than 25 countries.

“Marie-Astrid succeeded in immersing herself in the two markets of North America, gathering market intelligence. These new insights formed the basis for a well-grounded market entrance strategy, in which the sales models were mapped out in detail.”

“I learned that flexibility and the ability to adapt to new circumstances are probably just as important as knowing the ins and outs of the process.”



Project country: United States

Veerle Monkerhey

► Role

The main purpose of Veerle's project was to analyze opportunities, develop a market entry strategy, and initiate sales for Paprika in the US.

► Responsibilities

For **Veerle**, this was the first time in her career that she took the lead in terms of business development, networking and sales, learning in the process that you need to build and maintain meaningful sales relationships. The pandemic had a significant impact on the retail business in Europe and the US and forced her to adapt to the circumstances by developing flexibility and creativity.

► How she benefited

The entrepreneurial mindset in the US increased **Veerle's** confidence in terms of “jumping into the unknown”, teaching her that things will work out if you work hard and stay focused.

“Thanks to this experience, I now feel ready to leave my job and become a freelancer”, she stresses. The Prince Albert Fund was the “little nudge” she needed to be more confident and take the leap into a new career and a new life.

The company - Paprika

Paprika was established in 2003. The company specializes in plus-size clothing for women and has more than 100 stores in Belgium, France, Germany, the Netherlands and Luxembourg, in addition to selling its fashions online to an international customer base.

“Despite setbacks and difficulties, Veerle succeeded in achieving a large part of the goals set out during the year, such as setting up a local subsidiary. She also overcame legal and financial hurdles to establish a successful entity in the US under the name ‘Talking French!’”

“The Prince Albert Fund project opened doors for me, trained as a chemical engineer to the world of business and entrepreneurial startup life.”



Project country: United States

Paulina Murrath

► Role

As part of her project, Paulina was asked to take on the role of North American representative of Urban Crop Solutions (UCS) to continue their business development activities.

► Responsibilities

Increasing sales of crop modules to existing customers was a priority, besides overseeing and developing the company's website. In addition, **Paulina** decided to explore other possible target markets to diversify the portfolio. Food Safety being an integral part of any food supplier, she helped define the priorities to assure and improve Food Safety for current and future UCS systems.

► How she benefited

Thanks to the feedback of her company coach, **Paulina** learned how to become more assertive, becoming more confident as time progressed. ***“I also gained tremendous business development knowledge and was able to hone my social skills through cold calling, networking and by creating the new website”***, she explains.

Moreover, she also developed exemplary resilience in the face of a changing working environment, putting in place initiatives in different company divisions to ensure an overall positive outcome towards the main goals.

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.

After opening Europe's largest automated plant factory, Urban Crop Solutions launched activities in North America and more recently in Singapore, expanding the company to a truly global footprint.

“Paulina showed continuous improvement and effort in terms of aligning the company's strategic vision with day-to-day priorities. She was a tremendous asset to our team.”

“Saying that my Prince Albert Fund project was a very strong career accelerator would definitely be an understatement.”



Project country: Canada & United States

Piet Renson

► Role

The initial goal of Piet's project was to set up a business structure in the United States for Bioracer.

► Responsibilities

Piet had to set up the necessary processes to import products in the United States from the recently installed production site in Medellin, Colombia. After he drafted a go-to-market strategy, the decision was made to expand the Montreal office and the North American HQ, with customer service and designers that provide support for the US market. Due to the coronavirus pandemic, the company benefited from a huge boom in the cycling apparel market, with online becoming the biggest growth segment. He was thus involved in the e-commerce strategy as well.

► How he benefited

During his Prince Albert Fund year, Piet's role changed as he was put in charge of international business development. He started by interviewing all Bioracer's agents worldwide (Asia, Scandinavia etc.) to assess their needs. He also structured the company's product portfolio, created marketing material, etc.

“I realized during the Prince Albert Fund project that rarely things go according to plan and that each challenge can also be a new opportunity”, he concludes.

The company - Bioracer

Located in Tessenderlo (Limburg), Bioracer is one of a handful of manufacturers of cycling gear that retains full control over its production process. The company designs, manufactures and sells speedwear to cyclists, triathletes, runners and ice skaters. It is the market leader in custom cycling wear in Europe using only the best European materials to ensure comfort and sustainability. There are 13 companies in the Bio-Racer corporate family.

“With his empathic and structured approach, Piet immediately proved to be an added value, creating an in-depth perspective from the outset, with a budget follow-up.”

“With this Prince Albert Fund project, I have grown to know and understand myself much better than before.”

Roxanne Sabbe

► Role

Roxanne's mission was to help expand the company Amoobi in North America, joining the company's New York office.

► Responsibilities

Her tasks were twofold: to further expand Amoobi in the US by identifying new clients and to lead and roll out the Key Account Manager position. But the coronavirus pandemic changed everything. Instead of focusing on finding new clients, Amoobi shifted its focus to offering support to all its existing clients as much as possible by analyzing changing shopper behavior in stores due to the lockdowns, curfew, hoarding behavior, etc.

As a result, **Roxanne**'s role also changed, and she was tasked with offering support to existing clients, both in the US and Europe.

► How she benefited

Roxanne gained tremendous experience by continuously changing roles and adapting to the circumstances. She demonstrated flexibility during this unforeseen and extreme period and offered support wherever needed for the company. From Business Development to Client support and analysis of curfew consequences on client behavior, it was a varied assignment!

The company - Amoobi

Located in Nivelles (Belgium), 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 establishment in 2011, Amoobi has operated in more than 10 countries, mostly in Western Europe, working for many of the largest retailers and expanding to the North American market in 2019.

“Roxanne provided support on multiple analyses that we delivered to large accounts. We were very happy with her ability to pitch our company and solutions to senior stakeholders.”

Project country: United States



“Thanks to this experience, a whole new world of business development opened up to me.”



Project country: United States



Lauranne Snick

► Role

Lauranne's mission was to assist Gilen with the diversification of its real estate assets portfolio in the US through an international investment vehicle.

► Responsibilities

Lauranne helped to develop the company's investment track record in the United States by identifying potential acquisitions and investments and attracting institutional and high net worth partners in Belgium. She also acted as a Project Manager for the ongoing residential developments coordinated by Gilen in New York and New Orleans.

Due to the coronavirus pandemic, the company decided to redefine Lauranne's mission and redirect its focus on Belgium. She then worked as an Investment Manager for Canius, a Belgian real estate fund, which is currently applying for recognition as a professional fund manager under the FSMA (Financial Services and Markets Authority).

► How she benefited

“Personally, I have grown a lot thanks to this experience”, she says. This mission gave Lauranne the opportunity to develop as a leader, by taking initiatives and translating her knowledge and experience into concrete strategies. Lauranne also gained a valuable insight into the complexities of a development project, including their financial and commercial impact.

The company - Gilen Immobiliën

Gilen Immobiliën is a Belgian real estate developer, general contractor, and investor in residential real estate. The company was established 50 years ago, specializing in residential single- and multi-family real estate development projects in the Belgian province of Limburg for the most part, developing 75-100 units each year.

“We enjoyed having Lauranne on board and appreciated her structured, competent and thoughtful execution of a wide variety of responsibilities on a daily basis. Covid demanded a lot from Lauranne, personally and professionally, and she definitely was up to the task.”

“I have gained new skills such as agile project management and scrum methodology in a completely new line of business.”



Project country: Rwanda



Morgane Stok

► Role

Morgane worked as a program manager and product owner for DataToCare, a flagship product of Savics, aiming at collecting and disseminating diagnostic data digitally.

► Responsibilities

Morgane's position enabled her to lead the implementation of DataToCare, in several countries in Africa and South-East Asia, from contract negotiation to stakeholder relationship management and customer satisfaction evaluation.

She was also in charge of developing a long-term perspective and strategy for the product.

► How she benefited

This Prince Albert Fund experience boosted Morgane's self-confidence, enabling her to make decisions and engage with important stakeholders such as Ministries of Health and international donors and NGOs.

“I became more focused and goal-oriented, working more independently and feeling that I was able to manage teams more easily”, she says. She also experienced first-hand what it means to work for a startup, which involves autonomy, self-management, speed of execution, full responsibility, dealing with risk, adaptation to a changing environment and learning through failure.

The company - Savics

Savics is a social IT startup and was founded in Brussels in 2016. The company works closely with Ministries of Health, donors, international development partners, NGOs and civil society organizations worldwide to jointly develop digital solutions adapted to different environments. It collects, transports, and analyzes medical data from hospitals, labs, and health centers, making them available to Ministries of Health across 19 low and middle-income countries in Africa and South-East Asia.

“Morgane succeeded in strengthening the relationship between project managers and software engineers. Her keen sense of organization and systematic approach improved the process for the customization and implementation of DataToCare.”

“As I was unable to work abroad due to Covid, I spontaneously connected with different people in the organization to find out where I could add value.”



Amélie Timmermans

► Role

Amélie's role consisted in leading and providing support for several digital transformation projects, mainly in the field of epilepsy, which is a priority in UCB's pharmaceutical research.

► Responsibilities

As part of the US Digital Transformation team, Amélie contributed by researching the latest developments in digital seizure tracking solutions for patients with epilepsy. She evaluated the commercial potential of these novel devices, that allow patients to manage their epilepsy more easily. At the same time, she also reviewed UCB legacy processes and practices to assess whether they are appropriate in the frame of new digital initiatives.

► How she benefited

Helping the company make progress on specific digital solutions for epilepsy was an enriching and fulfilling experience in a global organization like UCB. Amélie thus learned how to adapt to the company's corporate structure.

“I have grown, in the sense that I am more aware of the connection of each aspect of the organization with a bigger whole”, she says. Overall, her resilience increased with leaps and bounds during this Prince Albert Fund year because nothing went as planned – neither her project, nor her stay abroad.

The company - UCB

UCB is a global biopharma company, focusing on neurology and immunology. It was created in 1928 in Belgium and now employs more than 7,600 people in all corners of the globe. Today it helps thousands of patients in more than 80 countries.

“Amélie really helped us progress on a portfolio framework for digital projects. In her work with the US, she was one of the first people from HQ able to bring together visibility on enablers and blockers when developing a digital solution at local level.”

Project country: Belgium (originally United States)



“This project soon proved to be the ideal learning environment.”

Toon Torfs

► Role

Toon was tasked to create a franchising and licensing value proposition for The Park Playground, a virtual reality (VR) park, and to enter the US market with this new VR entertainment concept.

► Responsibilities

Toon started by scanning the existing competitive landscape. He supplemented his market analysis with desk research and interviews with industry professionals. He also selected potential sales and marketing channels and developed a lead generation and marketing strategy.

Registering the Park as an official franchisor gave him an opportunity to explore the legal framework. Finally, he negotiated licensing deals with different leads.

► How he benefited

Given his background in product management and finance, Toon had little experience when it came to engaging with customers. Working for this start-up enabled him to discover his more extraverted side, while also gaining maturity when it came to presenting his results to the board of directors. ***“The fierce discussions and team creation with my CEO and the rest of management helped me become a more grateful, self-aware, confident multifaceted adult”***, he explains.

The company - The Park Playground

The Park Playground was founded in early 2018 by Telenet and Magnitude 9.5, to shake up the virtual reality entertainment market. Currently the company has 6 venues in Flanders and 2 in The Netherlands, proving that this is a viable business model.

“Toon mainly created added value by setting up the playing field, taking care of our license to operate and establishing a product pricing model. We will definitely not give up on the US market, a step we could take thanks to the Prince Albert Fund.”

Project country: United States



**"I became more resilient and less risk averse.
I learned to invest my energy where
I can make a difference."**

Sarah Tuytschaever

► Role

The original scope of Sarah's project was to develop and lead partnerships with tech companies in China, searching for new technologies to provide differentiated outcomes to patients with Parkinson Disease.

► Responsibilities

As her stay in China was cancelled due to covid, **Sarah** started out by providing strategic and organizational support to the newly established Digital Transformation Project (DBT) team within immunology. At the same time, she also worked on translating UCB's digital ambition into more tangible strategies.

She was also given the opportunity to innovate and explore the possibilities of technology in healthcare for psoriasis and for Axial spondyloarthritis (axSpA) patients. For the later, she developed a multi-sided platform to give them access to a correct diagnosis and optimal treatment.

► How she benefited

Sarah's main challenge throughout this Prince Albert Fund year was how to cope with the constant change and uncertainty that comes with a global pandemic.

"During my project, I concentrated on leveraging my strengths, building my professional network and looking for learning opportunities", she says. In the process, she also learned where her future ambitions lie: at the intersection of technology, entrepreneurship and patient value.

The company - UCB

UCB is a global biopharma company, focusing on neurology and immunology. It was created in 1928 in Belgium and now employs more than 7,600 people in all corners of the globe. Today it helps thousands of patients in more than 80 countries.

"Sarah demonstrated her strengths in all the projects and objectives of 2020, bringing added value in project management and strategy development. She provided structure and clarity to the projects she was leading."

Project country: Belgium (originally China)



“I was able to further improve my people management skills and ability to work with senior stakeholders.”



Project country: United States

Siemen Van Asch

► Role

THEO Technologies hired Siemen as Business Development Director North America.

► Responsibilities

Siemen was tasked with setting up the company's regional presence, covering both the business development and the operational side. He developed the company's local network, getting to know local contacts in the streaming ecosystem. He also provided support to the company, structuring proposals for some strategic customer leads and accounts in the US.

After returning to Belgium, Siemen worked closely with the CEO, using his knowledge of the US market to fine-tune the North American business strategy. He also became Chief of staff.

► How he benefited

Siemen helped the company to evolve its core commercial model, making the switch from a traditional enterprise sales organization to a hybrid 'Product-Led Growth (PLG)' approach. This enabled THEO Technologies to serve mid-market as well as enterprise level customers, thus greatly increasing its worldwide customer base.

“Thanks to the opportunities I was given to work at a high level within the organization, I learned a lot about how the various teams in such an advanced technology company should function,” he explained.

The company - THEO Technologies

THEO is a Leuven-based (Belgium) technology scale-up, the leading provider of universal video playback technologies for online media companies and enterprises worldwide. THEO's team consists of 85+ streaming media experts from more than 20 countries. The company has offices in Leuven, Barcelona, Singapore, New York and San Francisco.

“Despite the situation, Siemen showed himself to be very pro-active and hands-on, both in business development and operational activities. Thanks to his flexibility and drive, he was able to bring significant value to our business.”

“Because of the unique framework that the Prince Albert Fund offers, you can jump into the wild.”

Camille Van Damme

► Role

Camille had the opportunity to analyze and set up the expansion of Libeert on the North American market.

► Responsibilities

Her mission was threefold: firstly, to conduct an in-depth study of the American chocolate retail market and assist Libeert with the definition of its target market and a long-term strategy for its portfolio. Secondly, to elaborate a 3-year investment plan including product pricing and strategic decisions. Thirdly, to implement the defined route-to-market strategy.

► How she benefited

From mastering project management to taking on multi-faceted roles to gain a full understanding of the business and improving project execution, **Camille** learned to work as a 360° project manager.

“The main challenge was to work on these different aspects, while keeping all plates spinning at the same time”, she says. Working in an ‘unknown’ market for Libeert also proved a real challenge.

The company - Libeert

Libeert is a Belgian family-owned company, manufacturing chocolate products for four generations that are exported to various countries such as the Netherlands, France, United Kingdom and Australia. Libeert also creates private labels for retailers. Today, the company is one of the key players in Belgian chocolate hollow figurines and premium chocolate bars, mainly serving the retail market.

“Camille managed to get the most out of the market research project for Libeert in the US. She was able to precisely map the market and draw up a 3-year business plan. Her presence in the US definitely did make the difference. Despite the restrictions in terms of social contacts, she was able to connect with the right people and develop a network.”

Project country: United States



“I became more confident about making independent choices and taking responsibility for them.”

Jenthe van Gastel

► Role

Jenthe's was tasked with setting up the first Asian office of Faktion in Singapore and further grow their local business development activities.

► Responsibilities

Setting up a local subsidiary and being tasked with business development in a completely new market while also working on her own meant that **Jenthe** had to wear many different hats: from online marketing and proposal writing to operations and project management.

She also oriented the company towards targeting sales, a critical element for a startup with high-performing technology products.

► How she benefited

Jenthe learned how to build a solid business development strategy and to approach sales in a data-driven way, enabling her to better evaluate and forecast performance. While the coronavirus pandemic complicated matters, she learned to let things go as time passed, taking the situation as it came and persevering by focusing on other things, besides new business development, such as project and account management for important current clients.

The company - Faktion

Founded in 2016, Faktion is a tech scale-up specialised in building artificial intelligence solutions. It combines deep industry experience and machine learning expertise, offering AI engineering services as well as “off-the-shelf” AI products, that are mainly based on Natural Language Processing technology (such as chatbots and intelligent document processing).

“Jenthe succeeded in identifying new leads, engaging with them and closing them. She took on the additional role of account manager and for one account in particular (Singapore Institute of Technology) also worked as project manager.”

Project country: Singapore



“I truly believe that this experience supported my growth in becoming a leader and gain managerial and entrepreneurial insight.”

Marie-Evelyne Vander Stichele

► Role

Marie-Evelyne provided support for the international growth of La Lorraine Bakery Group (LLBG)’s frozen bakery business in South Africa.

► Responsibilities

On the one hand, Marie-Evelyne expanded the company’s current projects as a member of the Business Development team. On the other hand, she explored new business opportunities and set up new partnerships, both in food services and in retail.

She also built and managed client relationships, participated in important management meetings and led negotiations on price and exclusivity contracts.

► How she benefited

Thanks to her Prince Albert Fund experience, Marie-Evelyne has become more independent and more prepared to take the lead. Having a great deal of responsibility, she was able to make important decisions in terms of strategy, pricing, product assortment, supply chain, sales and marketing. **“Despite my studies in Finance and Business Management and my professional background in consulting, I had no idea that I would be able to apply my strategic and financial skills this much in this role,”** she says.

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. It 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 also sells its high-quality bakery products worldwide, in more than 25 countries.

“Thanks to her energy, pro-activity, strategic thinking, client skills and local presence, Marie-Evelyne has been able to strengthen and grow LLBG’s current accounts, in addition to creating and building new partnerships despite the challenging economic situation and the Covid-19 outbreak.”



Project country: South Africa



“This year has taught me to reassess objectives, keep my spirits high, and continue to aim for my goals in times of uncertainty.”



Project country: Indonesia



Gauthier Verhaegen

► Role

At Savics, Gauthier worked as a Business Developer for the South-East Asian region.

► Responsibilities

Gauthier's activities included establishing interactions with major stakeholders in the healthcare sector by triggering interest for the company's products. He also maintained solid relationships with different clients, in addition to collecting market feedback to enhance the products features and market strategy. Next to his business development role, he also worked as Product Owner for a digital solution – MediScout – a mobile data collection tool.

► How he benefited

After years of experience working within large corporations, this Prince Albert Fund experience greatly broadened Gauthier's business skills, allowing him to work in the fast-paced and dynamic environment of a smaller organization.

His mission has increased his understanding of the fundamentals involved with operating a company. On a personal level, it has enhanced his social skills, fueled his entrepreneurial spirit and **“given me the chance to encounter and learn more about new cultures, increasing my resilience and adaptation skills tenfold”**, he explained.

The company - Savics

Savics is a social IT startup founded in Brussels in 2016. The company works closely with Ministries of Health, donors, international development partners, NGOs and civil society organizations worldwide to jointly develop digital solutions adapted to different environments. It collects, transports, and analyzes medical data from hospitals, labs, and health centers, making them available to Ministries of Health across 19 low and middle-income countries in Africa and South-East Asia.

“Gauthier has demonstrated that he has all the required skills to listen to customers, define product features, drive the development team and lastly to test, measure and act as a champion to promote the MediScout product. He more than fulfilled our expectations!”

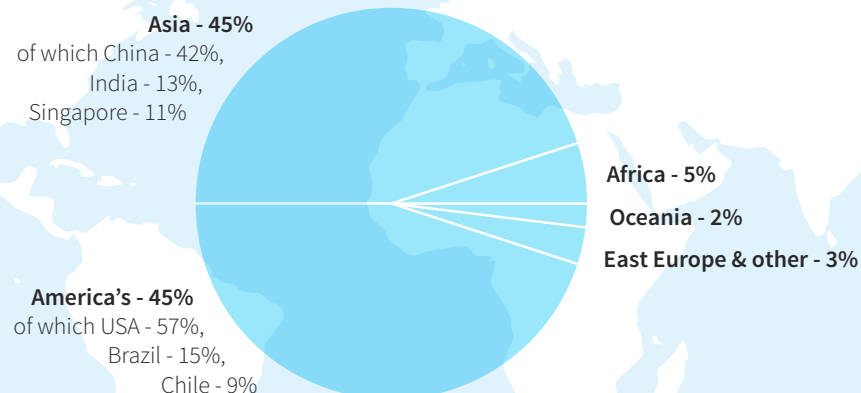
The Prince Albert Fund
A Unique opportunity for candidates
and companies alike

► Key figures: 1984 – 2021

464 alumni around the globe

35% women - 65% men

Project destinations



► 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 €26,000 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 for at least 5 years
- 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!

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 provides the candidate with a challenging business development project outside Europe and covers the cost of the candidate (housing, flights,...).

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

Banque de la Poste/Postbank

BE10 0000 0000 0404

BIC BPOTBEB1

Ref : ***062/0000/00056***

All gifts above 40€ are tax-deductible.

Prince Albert Fund
Rue Brederodestraat 21
B-1000 Brussels

+32 2 549 02 13
fundpaf@kbs-frb.be

www.princealbertfund.be



Prince Albert Fund
managed by the King Baudouin Foundation