

COHORT 2022-2024

PAF

PRINCE
ALBERT
FUND

COHORT 2023-2025

ONE YEAR
ONE CHALLENGE
ONE TALENT
ONE COUNTRY

MANY LIVES CHANGED

PRINCE ALBERT FUND
HOME TO HUNGRY MINDS SINCE 1984

June 2025



Dear friends of the Prince Albert Fund,

You are holding the 2025 edition of the Prince Albert Fund Yearbook—both a snapshot of where we are today, and a symbol of how far we've come.

In 2024, the Prince Albert Fund celebrated its 40th anniversary:

a moment to reflect on an exceptional journey and to thank His Majesty King Albert II, HRH Princess Astrid, our Founding Fathers Baron Daniel Janssen and the late Baron Michel Didisheim (†), and our partners at the King Baudouin Foundation and Federation of Enterprises in Belgium (FEB/VBO).

We marked the occasion with a unique day of connection: from the symbolic setting of the Royal Palace to the energy of the evening at Skyhall, joined **by 800 guests**—including **350 alumni**, many accompanied by a partner, spouse, or family member, and representatives from **100 Belgian companies**—ranging from legacy firms to emerging scale-up champions.

Bringing this community together made one thing clear: behind the Fund lies not only an impressive legacy, but a living, vibrant network. Our 40th anniversary was also a time to look ahead and **renew our 'PAF' brand** to reflect today's world while staying anchored in our mission and DNA. This yearbook carries that same spirit: a contemporary design with a clear purpose.



Almost a year later, halfway through 2025, the PAF hasn't stood still. Even as we celebrated, two cohorts were actively building, learning, and growing. This edition brings together the stories of **55 new laureates from the 2023 and 2024 cohorts**. Their projects reflect the evolving landscape of global business—spanning sectors, models, and regions.

The United States led as the top destination, representing 40% of all projects. Africa and Latin America each accounted for around 20%, followed by Oceania with 15%. Asia—and particularly China—saw a decline, a trend perhaps linked to the pandemic's aftermath, but one that may shift again given the current global context.

What defines this generation? In one word: **impactful**. Their testimonials speak of purpose-driven entrepreneurship, sustainability, and innovation—powered by AI, data and hardware, life sciences, B2C and B2B product development, and advanced manufacturing. Each project is anchored in Belgian know-how and driven by a global mindset.

The learning curve was steep—and rewarding. On average, these cohorts rated the impact of their PAF year at **4.5 out of 5** for both personal and professional development. Many described it as life-changing, and recommend it without hesitation to the next generation.

With this cohort, our alumni community now stands **577 strong**. During the PAF40 celebration, that network came to life—not just in numbers, but in energy, diversity, and a shared drive to contribute. We thank our alumni for their inspiration and enduring support.

As global uncertainty deepens—with geopolitical shifts, rapid tech advances, and rising sustainability demands—companies face new challenges and opportunities. They are rethinking how and where they grow.

- Which regions will shape the next wave of international growth?
- What kind of leadership will we need as generative AI transforms global markets?
- And could the PAF model help Belgium—and perhaps Europe in the future—stay ahead?

We don't have all the answers. But we do know this: the Prince Albert Fund's mission is more relevant than ever—perhaps even more essential.

Warm regards,

Emmanuel Caeymaex
Chairman, Prince Albert Fund



OUR STEERING COMMITTEE

The Steering Committee of the Prince Albert Fund is responsible for its strategic direction. We thank them for their inspiration and enduring support.

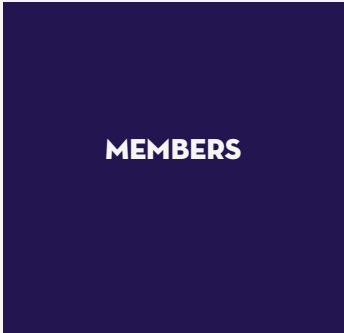
CHAIRMAN



Emmanuel Caeymaex
CCO. EVP, Head of Patient Impact, UCB, Alumnus 1994



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CEO, King Baudouin Foundation



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Managing Director, Prince Albert Fund, Alumna 2014



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President Global Auto-Mobility Sector, DHL, Alumnus 1988



Floriane Uyttenhove
Marketing Executive, Alumna 2014



Paulina Murrath
Consultant McKinsey & Co, INSEAD x Wharton MBA, Alumna 2020



Yamina Krossa
Social Entrepreneur

Katrien Herdewyn,
Founder Elegnano, Alumna 2018

COMPOSITION OF THE STEERING COMMITTEE

OUR TEAM

The Prince Albert Fund team is responsible for the execution of the strategy and operations of the Fund.

OPERATIONAL TEAM



Zyrine Llanes
Senior Project Manager



Kristel Van den Bergh
Managing Director, Prince Albert Fund, Alumna 2014



OUR MISSION

ACCELERATING THE LEADERSHIP DEVELOPMENT OF YOUNG BELGIAN TALENT THROUGH ENTREPRENEURIAL ASSIGNMENTS ABROAD.

At the Prince Albert Fund, we empower talented young professionals to unlock their potential as international leaders—while contributing to the global growth of Belgian business.

For more than four decades, we've offered top Belgian talent the opportunity to lead a 12-month strategic project for a Belgian organization outside Western Europe. These hands-on, high-impact experiences develop leadership skills, expand global perspectives, and strengthen entrepreneurial mindsets.

To date, over 577 alumni have launched successful careers in entrepreneurship, international strategy, and senior leadership roles. This is the Fund's enduring purpose: to cultivate changemakers who lead with purpose and create positive impact for society.

A PRINCELY TRIBUTE TO BELGIAN FOREIGN TRADE.

The Prince Albert Fund was created in 1984 by the Federation of Enterprises in Belgium (FEB) and the King Baudouin Foundation to mark the 50th birthday of His Royal Highness Prince Albert—later King Albert II.

It was born out of a shared vision from Belgian business leaders: to equip young professionals with the skills and experience to help grow Belgian business abroad. Since 2015, the Fund has operated under the patronage of Her Royal Highness Princess Astrid.

OUR HISTORY

LAUREATES

COHORT 2022-2024

AFRICA

Benamar Imane (TURBULENT HYDRO)

de Liedekerke Louis (SAVICS)

Goossenaerts Ward (NAMÉ RECYCLING)

Saadeh Madeline (LOUVAIN COOPÉRATION)

Van Gavere Jill (BICS)

Vanderwaeren Annelies (HYDROBOX)

NORTH AMERICA

d’Aspremont Constance (DEME OFFSHORE)

David Alexandra (LIBEERT)

de Decker Capucine (AGENDI)

de Villenfagne Héloïse (MIRON VIOLETGLASS)

Delwaide Antoine (SENSOLUS)

Deprez Maxim (JUUNOO)

Genard Mathilde (EVERZINC)

Huenaerts Stefanie (PROSOCCERDATA)

Jacobs Thibaut (BMI LEISURE)

Philippaerts Koen (EYESEE)

Stinglhamber Eugénie (DECONTEX)

Van Der Jeucht Charlot (JUUNOO)

Velge Nicolas (BEKAERT)

SOUTH AMERICA

Alexandre Camille (PURATOS)

Boël Charlotte (PURATOS)

De Smet Margot (INCOFIN INVESTMENT MANAGEMENT)

Steinbach Pauline (HELEXIA)

OCEANIA

Didisheim Charles (BOORTMALT)

Evenepoel Nicholas (BOORTMALT)

Herinckx Arnold (FINASUCRE)

Van de Velde Sofie (UCB)

LAUREATES

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AFRICA



DR CONGO

Madeline Saadeh ('22 - '24)
Germain Boutte ('23 - '25)

KENYA

Ward Goossenaerts ('22 - '24)
Annelies Vanderwaeren ('22 - '24)
Bob Verhaagen ('23 - '25)

MOROCCO

Yves Hellemans ('23 - '25)

RWANDA

Imane Benamar ('22 - '24)

SOUTH-AFRICA

Louis de Liedekerke ('22 - '24)
Jill Van Gavere ('22 - '24)
Vincent Willemse ('23 - '25)



ROLE

Imane worked as Business Developer for Turbulent Hydro, a Belgian cleantech startup specializing in micro-hydropower solutions. The assignment was based in Kigali, Rwanda, and aimed at expanding Turbulent’s footprint across Sub-Saharan Africa.

RESPONSIBILITIES

Imane led business development across a broad and diverse region, identifying commercial opportunities and establishing relationships with public institutions, NGOs, utilities, and private actors. She scouted projects in over seven countries, navigated regulatory landscapes, and secured early-stage leads. In true startup fashion, she wore many hats—conducting hydrological site assessments, managing logistics, and representing Turbulent in both boardrooms and on riverbanks.

HOW SHE BENEFITED

The PAF experience gave Imane space to grow into a role that demanded both independence and adaptability.

“I proved to myself that I can operate in emerging markets, lead international projects, and connect with both technical and commercial teams.”

She returned from her year with sharper instincts, stronger communication skills, and a clearer sense of how she wants to build a career at the intersection of sustainability and global development.

“THANKS TO PAF, I LEARNED THAT TRUST IS BUILT DIFFERENTLY ACROSS AFRICA —AND I HAD TO LEARN EACH ONE.”

THE COMPANY - TURBULENT HYDRO

Turbulent Hydro designs low-head, vortex-based turbines that generate clean, affordable electricity in rivers and canals with minimal environmental impact. Inspired by decentralized natural systems, their scalable technology brings power to off-grid communities worldwide—showing that big impact can come in small packages.

“Imane brought structure, determination, and a strong sense of ownership to our growth journey in Africa. Her ability to navigate complexity independently made a real difference for Turbulent.”

LOUIS DE LIEDEKERKE

**“THIS PAF EXPERIENCE SIGNIFICANTLY
ENHANCED MY CAREER GROWTH AND
BROUGHT ME CLOSER TO MY ULTIMATE GOAL
OF ACQUIRING AN SME.”**



COHORT 2022-2024

PROJECT COUNTRY: SOUTH-AFRICA

ROLE

Louis joined Savics as Partnership Manager, based in Cape Town. His assignment covered Southern Africa and, later, Southeast Asia, where he focused on business development and key partner relationships.

RESPONSIBILITIES

He developed a go-to-market strategy for Southern Africa, identified and nurtured leads in South Africa, Mozambique, Zambia, and Malawi, and expanded Savics' presence in Southeast Asia after taking over from a departing colleague. Louis also supported client work in the Philippines and Cambodia, managing both local business relationships and regional coordination efforts.

HOW HE BENEFITED

Louis's experience deepened his entrepreneurial ambition and gave him the confidence to act on it.

“I’m now channeling that energy into launching my own venture. Along the way, I’ve learned just how crucial strategic thinking and solid execution really are.”

Working across multiple markets, often under pressure, helped him build resilience, sharpen his sales instincts, and see more clearly what kind of leadership he wants to develop.

THE COMPANY - SAVICS

Savics is a social business founded in Brussels in 2016 with an international reach. Their mission is to co-create products, services and provide analytical expertise to increase the impact of technologies in low- and middle-income countries on individualized patient care, disease surveillance and health-care management at the global level.

“Louis acquired business acumen, demonstrated adaptability and autonomy, and consistently met expectations within the project’s framework. Considering the stakes involved, Louis successfully achieved the set objectives.”



PAF TAUGHT ME THAT WHEN PLANS COLLAPSE, THE KEY IS TO ADAPT FAST AND LEAD THROUGH UNCERTAINTY.

WARD GOOSSENAERTS
COHORT 2022-2024
PROJECT COUNTRY: KENYA



ROLE

Ward took on the responsibility of driving sustainable growth for NAMé Recycling across Africa, adapting his role as the company's needs evolved.

RESPONSIBILITIES

Ward initially led a crowdfunding campaign and supported NAMé's management team through a complex due diligence process. As recycled plastic prices collapsed and export channels froze, he focused on financial restructuring, buyer engagement, and cost control. Later in the year, as the company regained stability, he shifted back toward long-term goals—developing reporting systems, onboarding the new CFO, and exploring international partnerships to support future growth.

HOW HE BENEFITED

The project placed Ward at the heart of high-stakes decision-making in a resource-constrained environment.

“I’ve learned to think like an owner—spot problems, bring solutions, and take full responsibility.”

He built new skills in financial management and fundraising, strengthened his confidence, and transitioned from the NGO sector into a private-sector role. The experience opened the door to his current position at Hydrobox, where he now leads fundraising and business development across East and Central Africa.

THE COMPANY - NAMÉ RECYCLING

NAMé Recycling S.A., a Belgium company with headquarters in Brussels, has been successfully collecting and recycling plastic since 2016 in the African market. It has set up a plastic collection and recycling network to collect plastic waste (PET/HDPE/LDPE) from businesses, households and from the streets and rivers in Cameroon & Gabon. Once collected, it recycles the plastic and sells it locally and on the international market.

“PAFFER Ward Goossenaerts kept NAMé Recycling afloat during a critical period with his advanced business modelling skills. This remarkable achievement will help us scale our impact in Sub-Saharan Africa in the next couple of years.”



ROLE

Madeline joined Louvain Coopération in Kinshasa as Country Director, leading the launch of a new branch office and representing the university NGO in one of Africa's most complex operating environments.

RESPONSIBILITIES

Her assignment centered on launching LC's operations in Kinshasa and positioning the organization within DR Congo's development sector. She established a local team and office, co-developed a strategy for socio-professional integration, and secured early donor investment. She also mapped cooperation actors and raised LC's visibility through targeted outreach and diplomatic engagement—laying the groundwork for future growth.

HOW SHE BENEFITED

The experience refined Madeline's leadership style and confirmed her ambition to create inclusive impact.

"As a young woman in a leadership role, I had to prove myself—and consciously developed a servant leadership style that balanced firmness with empathy."

Her approach was praised by her Congolese team as a reason for staying. Leading through injury and recovery, she gained resilience, confidence, and a renewed commitment to mentoring others.

"LEARNING FROM MY TEAM FOSTERED AN EVEN STRONGER COMMITMENT TO MY CORE MISSION TO IMPROVE PEOPLE'S LIVES."

THE COMPANY - LOUVAIN COOPÉRATION

Louvain Coopération is the international NGO of UCLouvain, active across Africa, Asia, and South America. With 65 staff and a €7 million annual budget, it builds sustainable partnerships and mobilizes academic expertise to address development challenges in health, education, entrepreneurship, and climate resilience.

"We have been surprised by the ease with which Madeline finds her way around a city as complex as Kinshasa; she has developed very good relationships with both her Congolese colleagues and the expatriate community (which goes far beyond the Belgian community). She has built up rapidly a network of friends and people she can rely on. When an event comes up, she doesn't leave until she's reached the targets she's set herself. Madeline's added value for LC has been (and still is) undeniable and is giving us wings to pursue our growth in this country."

**“I’VE FOUND MY CALLING IN INSPIRING
CONFIDENCE AND SELF-BELIEF IN OTHERS,
SOMETHING I STRIVE TO WEAVE INTO EVERY
PART OF MY LIFE.”**

**JILL
VAN GAVERE**



COHORT 2022-2024

PROJECT COUNTRY: SOUTH AFRICA

ROLE

Jill joined BICS to support the rollout of their Communications Platform as a Service (CPaaS) in South Africa, with a focus on preparing the market and testing early commercial traction.

RESPONSIBILITIES

Her project involved conducting a comprehensive analysis of the current enterprise market in South Africa, including vertical qualifications, regulatory environments, market size, and competitive landscape. She was responsible for designing a tailored go-to-market strategy and developing cooperative models and relationships to facilitate initial customer acquisitions.

HOW SHE BENEFITED

One of Jill's key takeaways was the pivotal role of sales in driving business growth.

She notes, “While having a strong technological offering is crucial, it becomes truly impactful only when paired with a robust sales strategy. Through this experience, I refined my ability to develop business development strategies based on data, improving my skills in performance evaluation and forecasting.”

THE COMPANY - BICS

BICS is a global communications platform provider, connecting telecom services with enterprise needs. Its solutions—ranging from global voice and roaming to IoT and messaging—support the connectivity demands of today's digital world. Headquartered in Brussels and active across Africa, the Americas, Asia, Europe, and the Middle East, BICS ensures secure and seamless global connectivity.

“Jill demonstrated a strong commitment to understanding the unique challenges of doing business in Africa. Rather than simply adapting, she embraced the region's nuances with respect and strategic insight. Her resilience in navigating long sales cycles and investing in long-term relationship-building highlights her adaptability and dedication. Jill's ability to lay the foundation for success in a challenging environment reflects her deep commitment to the project's objectives.”



EXPERIENCING PAF HAS GIVEN ME AN EVEN STRONGER APPETITE FOR SOCIAL ENTREPRENEURSHIP AND MOTIVATES ME TO LAUNCH MY OWN PROJECTS SOON.

ANNELIES VANDERWAEREN

COHORT 2022-2024

PROJECT COUNTRY: KENYA



ROLE

Annelies served as Head of Sales at Hydrobox in Kenya, where she developed and implemented the company's sales strategy in a dynamic start-up environment.

RESPONSIBILITIES

She built a qualified pipeline of hydropower projects, directly contributing to the fundraising of seven new sites. In parallel, she optimized electricity sales for existing projects by onboarding new clients. Annelies also led a local team of nine employees, introducing structured knowledge documentation to improve operational efficiency.

HOW SHE BENEFITED

Annelies significantly strengthened her leadership and mentoring capabilities, guiding her team through strategic growth. As part of the start-up's management team, she gained hands-on experience across core business functions, learning how departments interconnect to drive progress—especially in a resource-constrained environment. Compared to her previous experience in a multinational, this setting offered a sharper perspective on entrepreneurial agility.

She reflects, **“Making several strategic decisions daily forces you to think critically and understand the dependencies across departments. This experience gave me an even stronger appetite for social entrepreneurship”.**

THE COMPANY - HYDROBOX

Hydrobox is a social enterprise that develops and operates hydropower plants in underserved rural areas. By delivering affordable, reliable energy through mini-grids and smart infrastructure, the company aims to drive inclusive growth and accelerate access to clean electricity in Africa.

“Annelies transformed Hydrobox's sales operations in Kenya from the ground up into a growth engine. Her leadership, clear goal setting, and cross-functional collaboration left a lasting impact across the organization in just one year.”



ROLE

Germain led the launch of a 3D-printing workshop for prosthetics and orthotics for Ugani Prosthetics in Kinshasa, Democratic Republic of Congo (DRC).

RESPONSIBILITIES

Germain initially led the construction of Ugani Prosthetics' new 3D-printing workshop in Kinshasa. Early in the project, he accelerated preparations to host a visit by the Belgian Minister of Foreign Affairs, recruiting and training a full production team within just a month. Alongside setting up the facility, Germain also managed HR, accounting, supply chain, sales, business development, and legal operations. In the next phase, he focused on expanding the clinic's reach—building partnerships with hospitals, NGOs, and nonprofits, and creating training programs for independent practitioners across several provinces.

HOW HE BENEFITED

The PAF project allowed Germain to manage and launch a business from the ground up in an entirely new market.

"The metaphor of a Swiss Army knife has become one of my favorites to describe both my evolution and my current capabilities."

"PAF GAVE ME THE CONFIDENCE TO LAUNCH MY OWN COMPANY RIGHT AFTER THE PROGRAM, SOMETHING I NEVER IMAGINED POSSIBLE."

THE COMPANY - UGANI PROSTHETICS

Ugani Prosthetics is a start-up and social enterprise aiming to give amputees the right to a decent life by making high-quality prosthetics affordable and accessible. Its innovative 3D digital workflow uses open-source software, tabletop 3D printers, and simple tools like smartphones to deliver high-quality prosthetics at very low costs—enabling it to be used anywhere in the world.

"In our opinion, Germain surpassed his objectives, launching our new workshop in Kinshasa from scratch and managing it for 8 months. Without Germain, one of the co-founders would have had to spend all this time in Kinshasa. This would have meant a huge drawback for our other projects, and a serious damper on our international growth."

“PAF WAS A UNIQUE OPPORTUNITY TO LEARN FROM SENIOR, ENTREPRENEURIAL, AND INSPIRING LEADERS AND DECISION MAKERS.”

**YVES
HELLEMANS**



COHORT 2023-2025

PROJECT COUNTRY: MOROCCO

ROLE

Yves worked as Country Manager for Ekopak in Morocco.

RESPONSIBILITIES

His main focus was to replicate one or more of Ekopak's large-scale Circeaulair projects in Morocco. This involved securing a site for the water plant, obtaining necessary permits, and negotiating commercial agreements with potential offtakers. Operating in a complex new market, Yves worked closely with local partners and the Ekopak leadership team to advance the company's ambitious growth strategy.

HOW HE BENEFITED

The PAF experience broadened Yves' entrepreneurial mindset and boosted his confidence to navigate complex projects. Working on water circularity and sustainable solutions exposed him to an innovative, future-oriented industry. He also discovered the importance of peers and sparring partners, and learned directly from senior leadership.

“The mentor program and the openness of alumni were highly beneficial, offering valuable insights and connections that helped navigate the process.”

THE COMPANY - EKOPAK SUSTAINABLE WATER

Ekopak Sustainable Water provides innovative solutions that help industries reduce reliance on drinking water by optimizing alternative sources like rainwater and treated wastewater. Its Water-as-a-Service (WaaS) model delivers sustainable water management without capital investment burdens, integrating circular practices to minimize waste. Supported by strategic investments and acquisitions, Ekopak is driving international growth with flagship initiatives like Waterkracht and Circeaulair, helping industries disconnect from drinking water networks and manage resources responsibly.

“Yves' contribution to Ekopak's expansion into Morocco has been significant. Tasked with representing Ekopak in a new and complex market, Yves demonstrated remarkable initiative, adaptability, and entrepreneurial drive. His efforts laid a strong foundation for future success and advanced Ekopak's strategic goals in the region.”



**I'VE RETURNED FROM PAF
WITH A SUITCASE FULL OF
UNIQUE EXPERIENCES AND A
NETWORK I'LL CHERISH FOR
YEARS TO COME.**

BOB VERHAAGEN

COHORT 2023-2025

PROJECT COUNTRY: KENYA, SOUTH AFRICA



ROLE

Bob worked as Business Development Manager for Manuchar in East and Southern Africa, focusing on logistics strategy and operational improvements.

RESPONSIBILITIES

Bob's project unfolded across multiple phases and countries. He started in South Africa and then moved to Kenya, where he assessed logistics operations, identified savings opportunities, and developed business cases for key investments, including a multimillion-euro warehouse in Mombasa. He also contributed to digitization efforts, renegotiated leases, and introduced value-added services such as new equipment. His work laid the foundation for Manuchar's regional growth by combining strategic initiatives with hands-on local support.

HOW HE BENEFITED

Bob describes his year as transformative, both professionally and personally. He rapidly built industry knowledge in chemical distribution, honed his analytical and business case skills, and learned to navigate cultural differences with adaptability and respect.

"Saying goodbye to what I held dear and stepping into an adventure full of unknowns pushed me out of my comfort zone. Looking back, this year boosted my confidence. It made me more patient, open-minded, and eager to keep exploring."

THE COMPANY - MANUCHAR

Manuchar is a global distributor of chemicals and commodities, delivering products and services to emerging markets with a strong focus on supply chain excellence and local partnerships

"Bob brought focus, initiative, and clear communication to complex logistics and efficiency projects. His hands-on approach, flexibility, and ability to push for results helped us deliver on key priorities, leaving a solid base for future growth."



ROLE

Vincent led the digital transformation of Polytra SSC Africa, focusing on logistics operations and IT systems across multiple countries.

RESPONSIBILITIES

Vincent played a key role in launching digital tools across the company's supply chain. He helped establish strategic technology partnerships, implemented automation tools to capture data in warehouses and remote sites, and initiated an ERP project to replace Polytra's accounting and trading systems. His responsibilities required extensive travel across the continent—including DR Congo, Zambia, Tanzania, Mauritius, and South Africa—where he worked hands-on with local teams and adapted to operational realities on the ground.

HOW HE BENEFITED

Vincent's PAF year gave him first-hand exposure to the full logistics chain, from mines to ports. He strengthened his skills in project scoping, digital implementation, stakeholder alignment, and cross-cultural negotiation.

One of the most defining aspects of his experience was the mentorship and guidance he received:

"My PAF company coach invested significant time in both the project and my personal development. The constructive and respectful collaboration we built made this one of the strongest elements of my PAF year. I believe this kind of exposure is essential for any candidate to learn fast and deliver meaningful results."

"THE INSIGHTFUL TALKS WITH PAF, MY MENTOR, AND ALUMNI WERE INVALUABLE - THEY GUIDED MY REFLECTIONS AND DECISIONS THROUGHOUT THE PROCESS."

THE COMPANY - POLYTRA SSC AFRICA

Polytra, part of the Fracht Group, is a logistics solutions provider focused on project cargo, chemical imports, and export of mining commodities in Central, Eastern, and Southern Africa. Its services include transport engineering, freight forwarding, and control tower operations, supported by offices in Belgium and subsidiaries across the continent. POLYTRA Africa is mainly focused on exporting mining commodities (like copper and cobalt), and importing Project cargo (like mining equipment) and chemical products.

"Seeing Vincent being able to quickly grasp the concepts and goals on the problems we wanted to solve, researching and proposing solutions made me invest more time and energy than I had planned, and together I believe we made this project extremely successful."



SINGAPORE
Lucie D'Haene ('23 - '25)
Aster Gentils ('23 - '25)
Kylie Vermeiren('23 - '25)

TURKEY
Haris Shabir ('23 - '25)

“THIS EXPERIENCE AS A BUSINESS DEVELOPER MADE ME UNDERSTAND THE POWER OF A NETWORK, THE IMPORTANCE OF UNDERSTANDING HOW THE ECOSYSTEM IS BUILT.”

**LUCIE
D’HAENE**



COHORT 2023-2025
PROJECT COUNTRY: SINGAPORE

ROLE

As Business Development Manager for Paleo in the Asia Pacific region, Lucie was responsible for building the company’s presence in Singapore and expanding connections across key APAC markets.

RESPONSIBILITIES

Lucie led a market analysis to identify potential B2B customers and assess regulatory opportunities across Singapore and the broader APAC region. She prioritized countries, ranked potential clients, and mapped key decision-makers—laying the foundation for targeted outreach. Lucie also played a central role in launching Paleo’s first international office in Singapore, representing the company at major trade shows and industry events. Despite product sample delays, she strengthened Paleo’s reputation and network, positioning the company within the region’s fast-growing alternative protein ecosystem.

HOW SHE BENEFITED

In her first business development role, Lucie learned to pitch effectively, adapt her storytelling, and bridge the gap between research and real-world engagement. She gained confidence by navigating unfamiliar territory—the food industry, the business development field, and life in Singapore—all at once...

“I’ve become more confident in taking on new challenges. This was my first time as a business development manager. Despite the challenges, things went smoothly, and I got the job done—something I can be really proud of.”

THE COMPANY - PALEO

Paleo develops functional ingredients to improve the taste, nutrition, and sustainability of plant-based meat and fish alternatives. Using precision fermentation, Paleo produces bio-identical animal proteins that are 100% GMO-free. Adding key proteins like myoglobin helps plant-based foods more closely match the color, taste, and nutrition of real meat or fish.

“Lucie successfully fulfilled her objectives—driving business development, mapping the regulatory landscape, and building connections across the industry. She played a crucial role in providing clarity on the APAC region. Special thanks to the PAF for opening doors for both candidates and companies; without PAF, Paleo wouldn’t be present in Singapore today.”



PAF GAVE ME AN AMAZING OPPORTUNITY. I APPRECIATED THE TRUST AND CREDIBILITY THAT CAME WITH WORKING FOR A COMPANY THAT WAS ALREADY A TRUSTED PAF PARTNER.

ASTER GENTILS

COHORT 2023-2025

PROJECT COUNTRY: SINGAPORE



ROLE

Unifiedpost Group hired Aster as Country Manager in Singapore.

RESPONSIBILITIES

Aster was responsible for overseeing and expanding Unifiedpost's operations in Singapore, with a focus on promoting the adoption of its e-invoicing solutions. His work covered three key areas: driving strategic growth, engaging stakeholders, and ensuring regulatory compliance. Aster successfully navigated partnerships with major players like Oracle and Netsuite, led the company's reaccreditation process, and explored market opportunities in Malaysia, laying groundwork for future regional expansion.

HOW HE BENEFITED

Working in Singapore's fast-paced, results-driven environment pushed Aster to become more direct, concise, and proactive.

"Working abroad, and especially in Singapore, made me more resilient and self-assured. It made me realize my potential to thrive in a global context and handle unexpected challenges."

The experience also sharpened his networking and communication skills and strengthened his confidence in operating independently while balancing business development and operational demands.

THE COMPANY - UNIFIEDPOST GROUP

Unifiedpost Group is a Belgium-based, publicly listed international provider of technology and services that optimize business processes across industries. With over 2,500 corporate customers, Unifiedpost offers solutions for document exchange, financial supply chains, credit management, mandate management, identity services, and bill payment, expanding globally through a robust partner network.

"A PAF project is truly a unique endeavour. One of the main difficulties was that Aster was the sole person responsible for keeping the business unit in Singapore running while learning about the specifics of the sector. However, his perseverance and adaptability allowed him to overcome these challenges and eventually thrive in this unique role."



ROLE

Haris served as Business Development Manager for Deceuninck, focusing on global market analysis with an emphasis on the LATAM region.

RESPONSIBILITIES

Haris began his project at Deceuninck's regional HQ in Turkey, where he conducted a global market analysis to assess market size and identify priority countries. He then moved to Latin America, collaborating with local managers and stakeholders to deepen market research and rebuild client trust. Haris also developed a market potential model for LATAM, outlined a long-term growth strategy, and presented his recommendations to the CEO and board.

HOW HE BENEFITED

By creating a structured approach to assess market potential, Haris gained valuable insights into multinational decision-making. Perhaps most importantly, the project helped clarify his career direction toward international trade:

“The PAF program exceeded my expectations, providing excellent support, mentorship, and training. The on-the-ground experience in LATAM and APAC inspired me to launch my own export business, leveraging the networks and market knowledge I built during my PAF project.”

“MY PAF EXPERIENCE IN LATAM AND APAC INSPIRED ME TO LAUNCH MY OWN EXPORT BUSINESS.”

THE COMPANY - DECEUNINCK

Deceuninck NV is a leading Belgian manufacturer of PVC profile systems for windows, doors, and more. Operating in 90+ countries with 3,900+ employees, Deceuninck is a top-three global player combining innovation, sustainability, and design excellence to build a better future.

“Haris developed a model for the Deceuninck's LATAM growth market. He outlined a long-term strategy and presented this to the CEO and board. The approved strategy is currently being implemented. His structured approach, with clear plans and milestones, perfectly aligned with our goal of further professionalizing our local teams.”

KYLIE VERMEIREN

“THIS PROJECT WAS NOT ONLY A PROFESSIONAL MILESTONE BUT ALSO A SIGNIFICANT STEP IN MY PERSONAL GROWTH AS A LEADER.”



COHORT 2023-2025
PROJECT COUNTRY: SINGAPORE

ROLE

Kylie served as APAC Expansion Lead for Bluecrux, based in Singapore.

RESPONSIBILITIES

Her assignment began with four strategic pillars: conducting market research across key APAC countries, crafting a go-to-market plan, supporting client implementations, and developing a scale-up proposal for the region. Midway through the year, her focus shifted from exploration to execution. Kylie built brand recognition from scratch, organized regional events, contributed to the hiring of local team members in Singapore and Australia, and helped transition Bluecrux from market entry to operational presence in Asia.

HOW SHE BENEFITED

The phrase ‘an MBA on steroids’ best captures how Kylie experienced the PAF year.

“I became more confident in my abilities, gained clarity about what I enjoy and value in a job, and had the unique opportunity to explore a new market while failing fast and learning even faster—all within a supportive environment.”

THE COMPANY - BLUECRUX

Founded in 2011, Bluecrux is a value chain consulting and technology company. Their experts and software help transform today’s supply chains into smart, efficient, fully integrated value chains. They believe that only true collaboration leads to innovation, at the intersection of their knowledge and their customers’ ambition.

To link expertise with technology and problem with purpose.

“Kylie brought significant added value to Bluecrux during her project. One of Kylie’s key contributions was successfully completing the exploration phase of the APAC market. This included securing the green light for hiring and overseeing the recruitment of two new team members, effectively transitioning Bluecrux from market exploration to establishment. Additionally, her exceptional delivery of Binocs implementations stood out. She ensured smooth go-lives and earned glowing reviews from team members and clients alike for her reliability and high-quality performance.”

NORTH AMERICA



CANADA

Eugénie Stinglhamber ('22 - '24)
Murielle Caeymaex ('23 - '25)
Morgane Janssens ('23 - '25)

UNITED STATES

Constance d'Aspremont ('22 - '24)
Alexandra David ('22 - '24)
Capucine de Decker ('22 - '24)
Héloïse de Villenfagne ('22 - '24)
Antoine Delwaide ('22 - '24)
Maxim Deprez ('22 - '24)
Mathilde Genard ('22 - '24)
Stefanie Huenaerts ('22 - '24)
Thibaut Jacobs ('22 - '24)
Koen Philippaerts ('22 - '24)
Charlot Van Der Jeucht ('22 - '24)
Nicolas Velge ('22-'24)

Valentine Boone ('23 - '25)
Margaux Casteur ('23 - '25)
Charlotte Edwards ('23 - '25)
Mélina Emdadi ('23 - '25)
Angélique Maesschalck ('23 - '25)
Nikita Meer ('23 - '25)
Leendert Santens ('23 - '25)
Luna Van de Genachte ('23 - '25)

“WATCHING A GREAT LEADER AT WORK SHOWED ME THAT OPENNESS – NOT AUTHORITY – IS WHAT EARNS PEOPLE’S TRUST.”

CONSTANCE D’ASPREMONT



COHORT 2022-2024
PROJECT COUNTRY: USA

ROLE

Constance joined DEME Offshore in Boston to assess a quieter, more sustainable way to anchor offshore wind turbines using suction-based foundations.

RESPONSIBILITIES

She coordinated internal teams, collected market data, and delivered a full techno-economic analysis of TSPC foundations for the US market. Her scope included transport and installation strategies, fabrication supply chains, and cost benchmarking. The final deliverable—a roadmap for TSPC adoption—was presented to the U.S. Department of Energy’s National Offshore Wind R&D Consortium. She also contributed to a side project on using drones to monitor marine mammals during wind farm installation.

HOW SHE BENEFITED

Constance’s project helped her develop hands-on project management skills: coordinating diverse teams, managing external deadlines, and navigating cultural and organizational differences.

“This experience improved my organizational and communication skills. I realized it’s a path I’d like to pursue because it combines human interaction with structured work.”

She also gained confidence operating in a technical environment without an engineering background, and discovered a strong personal fit with the renewable energy sector.

THE COMPANY - DEME OFFSHORE

DEME is a world leader in the highly specialized fields of dredging, land reclamation, marine infrastructure, offshore energy and environmental remediation. With more than 145 years of experience and about 5,000 highly skilled professionals, DEME has built up a vast bank of knowledge and expertise which has allowed them to foster a pioneering approach in those fields. The company brings tailor-made solutions, innovation and new technologies to customers’ projects, ensuring that they are performed safely, efficiently and cost-effectively.

“We highly appreciated Constance’s professionalism, communication, and analytical skills. She became a valuable part of our Boston team, showing strong writing, a quick grasp of complex topics, and a real willingness to learn by doing.”



I LEARNED TO LEAD ACROSS DISTANCE AND DIFFERENCES — AND TO MAKE THINGS MOVE.

ALEXANDRA DAVID

COHORT 2022-2024

PROJECT COUNTRY: USA



ROLE

Alexandra served as a Business Development Manager for the US market at Libeert.

RESPONSIBILITIES

She developed and implemented a business strategy for the U.S., working across market analysis, sales, logistics, pricing, and partnership development. Alexandra managed lead generation, built retailer and distributor relationships, and refined pricing techniques adapted to U.S. market dynamics. She also represented Libeert at major food fairs and submitted a five-year business plan to the company's board.

HOW SHE BENEFITED

Alexandra's experience helped her step into greater independence and clarity.

"This year taught me to trust my instincts, advocate for my ideas, and focus on where I truly thrive."

She discovered that she's at her best in roles that combine structure with creativity, and found a strong fit in analytical, international work. Learning to navigate ambiguity and internal complexity also gave her the confidence to consider launching her own venture in the future.

THE COMPANY - LIBEERT

Libeert is a Belgian family-owned chocolate company known for its beautifully crafted chocolate figurines that add fun and magic to any occasion. Founded in 1923, the company pioneered the first hollow chocolate characters in the 1950s—a tradition it proudly continues today. Now led by the third and fourth generations, Libeert combines creativity, quality, and care for the planet to bring moments of joy to families across Belgium and beyond.

"Alexandra's contribution to the project during her PAF mission has been genuinely valuable. Her meticulousness and ability to manage project in detail while maintaining a holistic view are a real strength. She played a pivotal role in sustaining the project's momentum and ensuring its smooth progression. Her contributions were instrumental in laying the groundwork for our market entry in the USA."



ROLE

Capucine joined Agendi's New York office in a dual role, combining sustainability consulting with business development in a fast-growing startup environment.

RESPONSIBILITIES

Capucine led business development by expanding Agendi's renewable energy offering, notably vPPAs, and explored strategic partnerships. She supported client prospection and proposal writing. Alongside, she contributed to sustainability consulting projects on Greenhouse Gas Emissions accounting and emissions reduction strategies.

HOW SHE BENEFITED

Capucine's project marked a turning point in her career—shifting her into client-facing sustainability work in a dynamic U.S. market.

“Professionally, this project marked a shift in my career trajectory... It enhanced my client-facing skills and strategic thinking, shaping me into a more versatile professional.”

Managing both consulting and business development responsibilities helped her grow more confident in fast-moving environments, and confirmed her motivation to keep building expertise in the field.

“THE PROGRAM CHALLENGED ME WITH A NEW SECTOR, ROLE, AND COMPANY SIZE — ALL IN A DIFFERENT COUNTRY WITH A NEW CULTURE.”

THE COMPANY - AGENDI

Agendi is a sustainability consultancy based in New York and Paris. Its mission is to help companies turn climate ambition into action—through strategy, measurement, and implementation. Agendi supports organizations across sectors in reducing their environmental impact and integrating sustainability into their core business.

“Capucine largely exceeded her PAF objectives and our expectations. She has grown into a successful, trusted sustainability consultant who substantially contributes to Agendi's continued business development efforts. Overall, she was an exceptional addition to the team.”

HÉLOÏSE DE VILLENFAGNE

“PAF ALLOWED ME TO PIVOT FROM A CORPORATE CAREER TO A FAST-GROWING STARTUP – AND FAST TRACK INTO A LEADERSHIP ROLE.”



COHORT 2022-2024
PROJECT COUNTRY: USA

ROLE

Miron Violetglass hired Héloïse as Head of Sales and Marketing for Calaso USA Inc.

RESPONSIBILITIES

Her initial focus was selecting and implementing Salesforce CRM across the company, including ERP integration and team training. When asked to lead Calaso's U.S. launch, she set up the company structure from scratch, oversaw legal and operational setup, built the initial customer base, and established key marketing and sales processes. She also identified and developed a new revenue stream by building a local glass decoration partner network—based on fast-evolving customer needs.

HOW SHE BENEFITED

Taking full ownership of a new business launch was a defining experience for Héloïse.

“I’ve learned—and I’m still learning—how to guide a team toward a common goal, fostering a collaborative and productive work environment.”

The year also gave her a deeper understanding of a company's full lifecycle—from legal setup to sales execution—building confidence to lead in fast-moving environments.

THE COMPANY - MIRON VIOLETGLASS

Miron Violetglass produces high-quality violet glass packaging that protects and preserves natural products. Headquartered in Europe and active globally, the company serves the beauty, health, and food industries. Since 2021, its North American operations are run by EQP, a majority Belgian shareholder, which also supports the development of Calaso USA, a newly launched sister brand offering more standard glass solutions.

“Héloïse exceeded the initial objective which can clearly be seen by her becoming the Head of Sales of Calaso USA. Calaso USA was officially launched in February 2023 entirely from scratch with zero customers or sales. Héloïse worked on setting up the sales processes and onboarded the initial customers as well as the initial members of the sales team.”



**THIS EXPERIENCE SHOWED ME
I THRIVE IN SMALL COMPANIES
WHERE AUTONOMY AND
ACCOUNTABILITY OFFER
THE BEST LEARNING
OPPORTUNITIES.**

ANTOINE DELWAIDE

COHORT 2022-2024

PROJECT COUNTRY: USA



ROLE

Antoine joined Sensolus as Business Developer North America, based in Atlanta, where he led the company's first international expansion effort.

RESPONSIBILITIES

He was tasked with defining and validating Sensolus' U.S. expansion plan for 2024–2027. His work included competitive landscape analysis, lead generation strategies, setting up a local legal entity, and creating a go-to-market and investment plan. Antoine also built early traction with customers, supported reseller onboarding, and coordinated with HQ to bridge gaps in product-market fit. His role required balancing strategic planning with hands-on execution—often as the company's sole representative on the ground.

HOW HE BENEFITED

The experience sharpened Antoine's confidence in decision-making and taught him to operate independently in uncertain conditions.

“This project clarified my preference for small, fast-moving companies where autonomy and accountability are central to learning—and strengthened my interest in entrepreneurship down the road.”

He also learned the ins and outs of the sales process and what it takes to set up a business in the U.S. from scratch.

THE COMPANY - SENSOLUS

Sensolus is a Belgian tech scale-up and a leader in industrial Internet of Things (IoT) solutions. The company specializes in tracking and optimizing non-powered assets—like trailers, containers, and reusable transport packaging—for large manufacturers and logistics players worldwide.

“Antoine transitioned from a highly analytical engineering profile into a business development role—on the other side of the world. He embraced the challenge, grew quickly, and laid a solid foundation for our U.S. expansion.”



ROLE

Maxim supported the launch of JUUNOO in the US as Business Development Manager.

RESPONSIBILITIES

Initially focused on business development within the architect and designer segment, Maxim's role expanded significantly mid-year. He took on full operational responsibility for the U.S. market, managed installations, developed a new dealer and distributor strategy, and built partnerships for shipping and installation. He also led a strategic project on U.S. manufacturing, which he presented to the Board of Directors. In parallel, he helped prepare sustainability certifications to increase JUUNOO's visibility in the U.S. market.

HOW HE BENEFITED

The project offered a sharp contrast to Maxim's previous corporate experience and accelerated his growth as a decision-maker.

"My PAF experience immensely increased my self-confidence with respect to decision-making. At JUUNOO during the last months, I was the end-to-end responsible for all U.S. installations – gaining real confidence in my ability to lead"

"LEAVING THE STRUCTURED WORLD OF CONSULTING FOR A MESSY START-UP SHOWED ME WHAT I'M REALLY CAPABLE OF."

THE COMPANY - JUUNOO

JUUNOO is a Belgian scale-up that designs and produces circular modular wall systems for the office market. Founded in 2017 and backed by private and public investors, the company offers sustainable alternatives to traditional drywall—aiming to reduce waste and carbon emissions while reshaping the future of workspace design.

"Maxim's intelligence and speed of thinking stand out, and are incredibly valuable. His preparations for the Board of Directors showcased a strategic vision for long-term operations. The foundational work on our growth plan in the USA is pivotal in reducing costs and ensuring sustained success."

“THANKS TO MY PAF PROJECT, I DEVELOPED SKILLS TO WORK ON CROSS-FUNCTIONAL PROJECTS AND TO DELIVER CONCRETE RESULTS IN VERY LITTLE TIME.”

**MATHILDE
GENARD**



COHORT 2022-2024
PROJECT COUNTRY: USA

ROLE

Mathilde joined EverZinc in Houston as Project Manager to coordinate the post-merger integration following the company's acquisition of US Zinc.

RESPONSIBILITIES

Mathilde's role evolved quickly from project support to leading the coordination of EverZinc's post-merger integration. She helped shape the company's PMO into a key driver of alignment and execution—bringing clarity to complex workstreams across operations, procurement, and commercial teams. As the merger unfolded, she also took on additional responsibility for ESG coordination and financial reporting, contributing to the company's broader transformation efforts under private equity ownership.

HOW SHE BENEFITED

Mathilde's PAF experience took her out of her comfort zone—into a new sector, function, and country.

“Being able to operate on both an operational and strategic level gave me a 360° vision of the company and its current challenges.”

She developed a strong grasp of industrial operations, worked across departments, and built financial and reporting skills in a demanding private equity context. The project also confirmed her interest in international business and deepened her ambition to pursue a career in the industrial sector.

THE COMPANY - EVERZINC

Headquartered in Liège, EverZinc is a global leader in zinc chemicals with operations in Europe, Asia, and North America. Its product lines include fine zinc powders, zinc oxide, zinc powders for batteries, and Zano®, an ultrafine zinc oxide. Since merging with US Zinc, the company has been integrating its footprint and culture under a new strategic vision.

“Mathilde fulfilled her objectives beyond expectations. She brought structure and momentum to one of EverZinc's key projects—developing post-merger synergies. She played a key role in the PMO function, coordinating, animating, and challenging the teams.”



**PAF WAS MY TICKET INTO
THE SPORTS INDUSTRY—
FULFILLING A LONG-
STANDING DREAM OF MINE IN
AN INTERNATIONAL CONTEXT.**

STEFANIE HUENAERTS

COHORT 2022-2024

PROJECT COUNTRY: USA



ROLE

Stefanie joined ProSoccerData in New York as Business Developer, launching the company's first commercial and strategic presence in the North American market.

RESPONSIBILITIES

Stefanie shaped ProSoccerData's market entry strategy in the U.S. and Canada, redefining brand positioning and pricing to better fit a commercially driven sports ecosystem. She focused the sales approach on soccer academies and leagues, deprioritizing lower-fit targets. To address product gaps, she established a tech partnership with a Canadian registration platform. Her outreach campaign built a qualified sales pipeline and culminated in a first client win—laying the foundation for future expansion.

HOW SHE BENEFITED

Stefanie honed her business development, sales, and strategic thinking skills while navigating a competitive market.

“Despite my introverted nature, the project compelled me to step outside my comfort zone. Actively reaching out to potential collaborators and attending conferences solo pushed my boundaries. I also formed meaningful friendships, particularly within the PAF New York cohort.”

The experience confirmed her ambition to grow within the sports industry—especially in the fast-evolving world of women's sports.

THE COMPANY - PROSOCCERDATA

ProSoccerData, headquartered in Brussels, is a club management software provider serving 500 soccer organizations, including top names like Ajax and the RBFA. The platform offers operational and performance tools through a 360° player-centric approach.

“Stefanie showed strong analytical skills and a fearless, proactive attitude in a male-dominated field. She successfully mapped the North American market for Athlete Management Systems. This project helped us test product-market fit and assess the future investment potential for our company.”



ROLE

Thibaut initially joined BMI Leisure as a Business Developer in North America and was later hired as a Customer Success Manager.

RESPONSIBILITIES

Thibaut began by mapping the North American market and exploring strategic growth opportunities for BMI Leisure. When internal dynamics limited commercial traction in the U.S., he pivoted to Canada, where he led business development efforts independently. Later in the project, he took on a Customer Success role in the French-speaking market—contributing to client retention and upsell growth. His work bridged strategy, operations, and client management, laying the foundation for his continued role at the company.

HOW HE BENEFITED

Working in a new industry and across continents challenged Thibaut to adapt his communication style, own his learning curve, and operate independently.

“This project gave me the real-world learning I was looking for—like a hands-on MBA in SaaS and strategy.”

He gained practical experience in market strategy, sales, and client management—skills he’ll now apply in a dual role focused on growing BMI Leisure’s footprint in the French-speaking market.

“THIS PROJECT FELT LIKE A HANDS-ON MBA — ESPECIALLY IN LEARNING THE ROPES OF SAAS AND BUSINESS STRATEGY.”

THE COMPANY - BMI LEISURE

BMI Leisure is a Belgian SaaS company supporting entertainment venues with all-in-one software to optimize operations and enhance guest experience. The platform streamlines ticketing, planning, marketing, and reporting for clients across the leisure sector.

“Thibaut has a talent for managing commercial relationships and excels in project ownership and follow-up. He proactively suggests operational improvements and takes initiative to implement them. His success in the French-speaking market has influenced our strategy, which is why we’ve offered him the opportunity to continue with us.”

**“CLOSING THAT FIRST DEAL SHOWED ME I
COULD DELIVER REAL IMPACT
— EVEN IN A COMPLETELY NEW MARKET.”**

KOEN PHILIPPAERTS



**COHORT 2022-2024
PROJECT COUNTRY: USA**

ROLE

Koen served as a Business Development Manager at EyeSee’s US branch, a behavioral market research company.

RESPONSIBILITIES

Koen led EyeSee’s commercial push into new industry segments, developing outreach strategies and landing key new clients. Alongside business development, he supported brand positioning and contributed to marketing and delivery—helping broaden EyeSee’s visibility in the U.S. market.

HOW HE BENEFITED

Koen made notable progress in his sales skills, successfully closing several deals with new clients.

“From effective communication and client engagement to negotiation and strategic planning, the skills I have developed go far beyond sales and will support me in any future career.”

THE COMPANY - EYEESEE

EyeSee is a behavioral market research agency blending technology and psychology to deliver predictive consumer insights. Its tools—like eye tracking, facial coding, and reaction-time testing—help brands optimize advertising, packaging, and user experiences by capturing both conscious and subconscious feedback.

“The added value Koen brought to our company is multifaceted. His success in securing a client in a new industry reflects strong strategic thinking and adaptability, expanding our market reach and diversifying our client base—key for long-term growth. His ability to engage with industry leaders has also elevated our profile, opening the door to future strategic partnerships.”



**MOVING FROM LAW INTO
BUSINESS MEANT LEARNING
TO BE COMFORTABLE WITH
AMBIGUITY AND TRUSTING
MY JUDGEMENT, NOT JUST MY
TRAINING.**

EUGÉNIE STINGLHAMBER

COHORT 2022-2024

PROJECT COUNTRY: CANADA & USA



ROLE

Eugénie joined Decontex as Business Manager North America to prepare the company's entry into the U.S. and Canadian markets and establish an initial commercial foothold.

RESPONSIBILITIES

Her project aimed at facilitating the expansion of Decontex (DCX) into North America. For this she conducted comprehensive market research, established strategic partnerships, navigated legal frameworks, and developed a robust go-to-market strategy to propel Decontex's entry into the US and Canadian markets.

HOW SHE BENEFITED

For Eugénie moving from a legal background to business presented an important shift in her approach. It demanded a more proactive and solution-oriented mindset.

"Specifically, the role of a business development manager highlighted the criticality of skills like resilience, persuasive communication, and assertive negotiation, particularly in the context of conducting business in the US."

THE COMPANY - DECONTEX

Decontex specializes in decontaminating, disinfecting and maintaining personal protective equipment using a patented, sustainable solution based on pressurized CO₂, catering primarily to firefighters. Decontex is currently active in Europe; mainly in Benelux, France, Germany and Poland.

"Eugénie's project to develop and expand Decontex's business in North America has been a success. Despite the challenges of entering a new market, Eugénie has made significant progress in establishing our presence in the States and Canada. The project has led to Decontex offering the candidate a full-time position, which has been accepted, to pursue the aforementioned tangible results."



ROLE

Charlot joined JUUNOO in New York as Business Development Manager. When company needs shifted, she stepped up as Global Head of Marketing (ad interim), while continuing to support the U.S. expansion effort.

RESPONSIBILITIES

Charlot's role initially focused on supporting JUUNOO's business development in the U.S., including following up on inbound leads and helping structure commercial efforts. As the company's priorities shifted, she took on marketing responsibilities, supporting U.S. visibility efforts and coordinating JUUNOO's B-Corp Impact Assessment. She successfully onboarded an external consultant and helped guide the company through the first steps toward certification.

HOW SHE BENEFITED

Charlot's experience at JUUNOO gave her an inside view of how a scale-up operates across functions and geographies.

“Working in a lean team taught me to switch gears constantly—between strategy and execution, structure and improvisation.”

She learned to lead without formal authority, build trust in a dynamic environment, and prioritize when everything feels urgent. The exposure strengthened her problem-solving instincts, broadened her commercial awareness, and confirmed her ambition to grow in strategy and sustainability—leading her to her next role at a top-tier consultancy firm.

“PAF’S GREATEST STRENGTH IS ITS DESIGN — OFFERING EACH MEMBER A UNIQUE EXPERIENCE ABROAD.”

THE COMPANY - JUUNOO

JUUNOO is a Belgian scale-up that designs and produces circular modular wall systems for the office market. Founded in 2017 and backed by private and public investors, the company offers sustainable alternatives to traditional drywall—aiming to reduce waste and carbon emissions while reshaping the future of workspace design.

“We truly valued Charlot’s leadership during her time with JUUNOO. She established a clear, strategic marketing vision that continues to guide our efforts today. Charlot’s document is still the cornerstone of JUUNOO’s marketing strategy and provides significant value for the new marketer.”

**“PAF ALLOWED ME TO SHIFT FROM FINANCE
INTO INDUSTRIAL OPERATIONS.”**

**NICOLAS
VELGE**



COHORT 2022-2024
PROJECT COUNTRY: USA

ROLE

Nicolas joined Bekaert in the US headquarters in Georgia as a Global Project Management Office (PMO) leader.

RESPONSIBILITIES

Nicolas began by supporting Bekaert's expansion into the U.S. hydrogen market, working with cross-functional teams on site selection and investment planning. When priorities shifted back to Europe, he led the preparation of a major €700M application to the EU Innovation Fund. His role included coordinating input across departments and countries, mapping the hydrogen value chain, and becoming the team's key contact for non-dilutive funding. He also contributed to early-stage investment strategy and helped bridge local execution with global strategic direction.

HOW HE BENEFITED

This experience strengthened Nicolas's adaptability, strategic thinking, and cross-cultural communication skills. It deepened his expertise in project management, stakeholder engagement, and navigating complex funding landscapes.

“PAF allowed me to shift from finance into industrial operations,” he notes — marking a meaningful career transition that led to his current role as Strategic Marketing Manager at Bekaert HQ in Belgium.

THE COMPANY - BEKAERT

Bekaert is a global leader in steel wire transformation and coating technologies, headquartered in Belgium with over 27,000 employees worldwide and €6.0 billion in combined revenue (2021). Its products are found in cars, bridges, windmills, tunnels, and more. Through its 'beyond steel' innovation program, Bekaert is expanding into new industries and sustainable solutions such as hydrogen.

“Nicolas brought strategic focus to Bekaert's hydrogen investment efforts, particularly in preparing a major EU funding application. His ability to coordinate across departments and geographies added real value in a complex and fast-moving project.”



**WHAT I LOVE ABOUT PAF
IS HOW IT FOSTERS AN
ENTREPRENEURIAL SPIRIT,
PUSHING US TO PURSUE
PROJECTS THAT MATCH OUR
PASSIONS.**

VALENTINE BOONE

COHORT 2023-2025

PROJECT COUNTRY: NEW YORK CITY, UNITED STATES



ROLE

Valentine was appointed Sales & Marketing Manager to launch Baobab Collection in new U.S. luxury channels.

RESPONSIBILITIES

Initially, Valentine focused on developing strategies and campaigns to penetrate new segments such as corporate gifting, hotels, spas, hospitality (yachting, private aviation), and interior designers. Later, she expanded her role to include local sales and marketing tasks like prospecting, category management, boutique development, and PR.

HOW SHE BENEFITED

Coming from a sales background, Valentine gained valuable hands-on experience in marketing and category management—areas that were relatively new to her. The strategic market view she developed proved highly rewarding.

“This broadened my skill set and provided a fresh perspective. I recommend continuing to offer varied opportunities for future trainees, including exposure to unfamiliar areas.”

THE COMPANY - BAOBAB COLLECTION

Baobab Collection is a luxury home fragrance and decor company known for its exquisite, handcrafted candles and diffusers. Founded in 2002, this Belgium-based company draws inspiration from African culture, combining art, design, and sustainable materials to create unique, high-quality products. Baobab Collection's signature designs and captivating scents are popular among those seeking to elevate their living spaces with a touch of elegance and exotic charm. Baobab Collection commended Valentine's adaptability, strategic thinking, and ability to connect with international teams.

“Valentine brought significant added value to the company, exceeding expectations in several areas. She developed new strategies and campaigns, managed complex projects, and what really stood out was her ability to connect effortlessly with teams both in the U.S. and in Belgium.”



ROLE

Murielle worked on the execution of the FASTRAX program for UCB Canada, an initiative aimed at accelerating the diagnosis of axial Spondyloarthritis (axSpA)—a severe, progressive, and debilitating autoimmune disease affecting the spine.

RESPONSIBILITIES

Murielle was responsible for the successful launch of the pilot project across three hospitals in Ontario, ensuring that each site operated efficiently and maintained a consistent flow of patients into the program. When project timelines unexpectedly extended, Murielle used the opportunity to broaden her exposure to new projects, gaining valuable insights into a different disease area and expanding her role beyond the original scope.

HOW SHE BENEFITED

This experience allowed Murielle to secure a new role as Marketing Solutions Partner at UCB Canada. Through her strong performance on the FASTRAX project, she built credibility and confidence, demonstrating the learning agility, adaptability, and impact that characterize PAF candidates.

“This opportunity reinforced my belief in the value of hands-on experience and the importance of recognizing potential beyond formal criteria. I also had the chance to leverage the immense value of the PAF network—engaging with alumni, learning from their experiences, distilling insights, and applying them to my own journey.”

“THE PAF PROGRAM ENABLED ME TO MOVE FROM CONSULTING INTO THE LIFE SCIENCES AND HEALTHCARE SECTOR I HAD LONG ASPIRED TO JOIN.”

THE COMPANY - UCB

UCB is a global biopharmaceutical company focused on severe diseases in neurology and immunology. Founded in Belgium in 1928, UCB employs more than 8,700 people across 36 countries, driven by a deep commitment to scientific innovation and patient-centered care.

“Murielle was a tremendous addition to the FASTRAX team: she hit the ground running and left the program in much better shape at the end of her PAF residency.”

“THE OPPORTUNITY TO INDEPENDENTLY LEAD A PROJECT IN A NEW MARKET HAS BEEN TRANSFORMATIVE, AND THE PAF’S EMPHASIS ON REAL-WORLD IMPACT ALIGNS PERFECTLY WITH ITS OBJECTIVES.”

**MARGAUX
CASTEUR**



COHORT 2023-2025
PROJECT COUNTRY: USA

ROLE

At FibriCheck, Margaux provided support of US Market Development.

RESPONSIBILITIES

Margaux was tasked with supporting the early stages of FibriCheck's entry into the U.S., focusing on market research, pilot launches in select healthcare centers, and establishing strategic partnerships. Her work aimed to build the groundwork for future business growth in a highly competitive and regulated environment.

HOW SHE BENEFITED

This project offered Margaux valuable insights into the U.S. healthcare system, particularly around value-based care and reimbursement models. It also challenged her to strengthen her strategic thinking, adaptability, and resilience.

“The ability to take decisions independently, without always seeking managerial approval, taught me to be more self-reliant and unlocked my entrepreneurial spirit. As a result, I feel well-prepared to take on similar strategic roles in the future.

THE COMPANY - FIBRICHECK

FibriCheck is a pioneering digital health company at the forefront of remote heart rhythm monitoring solutions. Its mission is to transform the way cardiac care is delivered by providing innovative preventive and monitoring solutions. The company empowers individuals to actively manage their cardiovascular health through cutting-edge mobile applications and wearable technology, enabling real-time monitoring and analysis of heart rhythms.

“Margaux has delivered outstanding value to FibriCheck by laying a robust foundation for its U.S. market entry. Her contributions reflect the caliber of candidates supported by the Prince Albert Fund, and her growth during the project highlights her potential for future leadership roles in global business development.”



**THE JOURNEY REDEFINED
INDEPENDENCE FOR ME — IT’S
ABOUT TRUSTING YOUR PATH
AND KNOWING WHEN TO SEEK
SUPPORT, NOT JUST DOING
EVERYTHING ALONE.**

CHARLOTTE EDWARDS

COHORT 2023-2025

PROJECT COUNTRY: USA



ROLE

Charlotte played a pivotal role in Cyberwolf’s foundational expansion phase in the US, leading business development efforts in a demanding and highly competitive market.

RESPONSIBILITIES

Her mission centered on growing Cyberwolf’s US presence through targeted sales and marketing. She worked to build credibility in the male-dominated cybersecurity industry, established key connections, set up partnerships, and nurtured a sales pipeline. Alongside external marketing efforts, she engaged directly with clients, supported first-line assistance, and laid the groundwork for scaling the US affiliate.

HOW SHE BENEFITED

In her first sales role, Charlotte sharpened her interpersonal skills, learning to navigate the emotional rollercoaster of sales cycles, nurture relationships, and engage in meaningful business conversations. Immersing herself in an unfamiliar industry and culture expanded her sense of self-reliance and resilience.

“What surprised me most was how much I enjoy working in sales—meeting people, telling our story, and building something from scratch in a new market.”

THE COMPANY - CYBERWOLF

Cyberwolf protects VIPs of large organizations and wealthy families by securing devices, accounts, and data 24/7. Founded in 2021 in Merelbeke, Belgium, Cyberwolf has seen triple-digit year-on-year growth, evolving into a leading niche provider of white-glove cybersecurity services across Europe—and now expanding into the US.

“We highly valued Charlotte’s trustworthiness and open mindset while exploring the US market. This project could only succeed with mutual trust and flexibility. We’re positive about the progress made in our first year and thrilled to hire Charlotte as our first US employee to write the next chapter together.”



ROLE

Mélina served as Strategic Advisor at Myriad USA, focusing on the African and Middle Eastern markets, particularly Francophone Africa.

RESPONSIBILITIES

Her work aimed to boost Myriad's visibility and impact in the U.S. through strategic marketing, stakeholder engagement, and capacity building. She developed a comprehensive database of social entrepreneurs and nonprofits, engaged diaspora communities in the U.S., designed a marketing and communications plan, and played a key role in organizing the KBF Africa Prize winner's U.S. roadshow and gala events.

HOW SHE BENEFITED

This project reshaped Mélina's career, transitioning from the private to the nonprofit sector and aligning her aspirations with her values. It deepened her commitment to human rights, social justice, and the Sustainable Development Goals (SDGs), particularly around equity and inclusion.

"Working in the U.S. with diverse teams broadened my global perspective and strengthened my ability to thrive in fast-paced, collaborative environments."

"THIS PROJECT RESHAPED MY CAREER, ALIGNING MY ASPIRATIONS WITH MY VALUES."

THE COMPANY - MYRIAD USA

Myriad USA facilitates thoughtful, effective giving across borders, providing donors with a simple and efficient platform to support nonprofit initiatives anywhere in the world. It brings together the expertise and networks of the King Baudouin Foundation United States (KBFUS) and Give2Asia, building on their shared history, belief in the power of local knowledge, and mission to improve lives around the globe.

"As a result of Mélina's successful project implementation, Myriad USA gained a clearer understanding of the opportunities and untapped potential for partnerships with nonprofits and social impact organizations in West and Francophone Africa."

“MY PAF EXPERIENCE CONFIRMED MY PASSION FOR ENTREPRENEURSHIP BY REVEALING THE CHALLENGES AND REWARDS OF BUILDING SOMETHING FROM SCRATCH.”

**MORGANE
JANSSENS**



COHORT 2023-2025
PROJECT COUNTRY: CANADA

ROLE

As Director of Business Development, Morgane supported the development of TES's Canadian projects, including the flagship "Projet Mauricie" in Quebec.

RESPONSIBILITIES

Morgane worked on accelerating TES's Canadian pipeline, with a focus on strategic and regulatory support, client activation, procurement, and a CO₂ feasibility study with key partners. She also acted as a bridge between engineering and business teams and contributed to building the strategy for future projects across Canada.

HOW SHE BENEFITED

This experience confirmed Morgane's entrepreneurial aspirations, strengthening her desire to eventually launch her own company. She developed unexpected new skills, including drafting and negotiating commercial agreements, responding to regulatory proposals, and leading stakeholder engagement.

"These skills will be invaluable as I embark on my own entrepreneurial journey, enabling me to anticipate challenges, drive innovation, and execute projects efficiently in the future."

THE COMPANY - ESCANADA H2 INC. "TES"

TES Canada is a green hydrogen and renewable natural gas project developer based in Montreal. Focused on decarbonizing hard-to-abate sectors like heavy industry and transportation, TES Canada aims to deliver sustainable energy solutions across the country.

"Morgane was involved in the development of our C\$4 billion investment in a renewable energy project, which is Quebec's largest decarbonization endeavour at the time of this writing. Ultimately, there were no aspects of our project she did not get involved in, showing a remarkable versatility, curiosity and passion for the work, going far beyond the expectations defined at the beginning of her mandate."



THE PAF PULLED ME OUT OF THE TYPICAL CORPORATE MINDSET. IT IS NOW CLEAR TO ME THAT MY FUTURE LIES IN ENTREPRENEURSHIP.

ANGÉLIQUE MAESSCHALK

COHORT 2023-2025

PROJECT COUNTRY: USA



ROLE

For Equine Care Group Nutrition & Supplements, Angélique worked as Business Developer in the USA.

RESPONSIBILITIES

Angélique led market analysis to identify B2B opportunities in the US equine sector, traveling to key hubs like Wellington and Ocala. She evaluated market needs, competitors, branding, e-commerce, and pricing. As the project evolved, she pivoted to an acquisition-led strategy, working closely with private equity partners and the CEO. She helped identify acquisition targets, conduct due diligence, and build local networks, laying the groundwork for ECG's first US acquisitions planned for 2025.

HOW SHE BENEFITED

The experience gave Angélique first-hand exposure to M&A strategy and commercial due diligence—skills that will be invaluable in her future leadership career. On a personal level, it sharpened her decision-making confidence, resilience, and adaptability.

“This experience boosted my self-confidence and pulled me out of the typical corporate mindset. It became clear to me that my future lies in entrepreneurship, and I am eager to continue learning in the M&A field and PE groups, which fascinates me.”

THE COMPANY - EQUINE CARE GROUP

Founded in 2021, the Equine Care Group has become Europe's leading provider of premium equine healthcare through specialized clinics, ambulatory care, and nutrition/supplement brands. With a vision to deliver the best possible medical care for horses, ECG fosters international partnerships and knowledge exchange to raise the standard of veterinary medicine worldwide.

“Angélique went above and beyond in her work for Equine Care Group. Her preparation and orchestration of key meetings across the US gave us the focus we needed. Since the PAF project ended, we have engaged Angélique permanently to continue the work she started. We are grateful to have found such a strong collaborator to help build ECG's future. Thank you, Angélique. Thank you, PAF!”



ROLE

As part of UCB's Global Digital Care Transformation (DCTx) Neurology team, Nikita focused on developing CareCompass in the U.S., a digital tool supporting caregivers of loved ones with rare epilepsies.

RESPONSIBILITIES

Nikita played a key role in collecting caregiver feedback, recruiting beta users, and refining the CareCompass platform. She led the preparation for launch, navigating medical, legal, and data privacy processes, while managing the communication strategy across teams.

HOW SHE BENEFITED

The PAF experience strengthened Nikita's confidence, adaptability, and ability to lead in cross-functional settings. She overcame self-doubt, improved stakeholder collaboration, and honed her problem-solving skills.

"As I transition from this project, I'm proud of how much I grew — from managing complex approvals to aligning diverse teams, this experience gave me the confidence and skills to take on larger leadership roles in the future."

"I'M PROUD OF HOW MUCH I GREW AND GRATEFUL FOR THE LEADERSHIP SKILLS THE PAF GAVE ME FOR THE FUTURE."

THE COMPANY - UCB

UCB is a global biopharmaceutical company focused on severe diseases in neurology and immunology. Founded in Belgium in 1928, UCB employs more than 8,700 people across 36 countries, driven by a deep commitment to scientific innovation and patient-centered care.

"Nikita's adaptability, ownership, and ability to drive progress made her a valuable asset to our team. She quickly grew in problem-solving, communication, and relationship-building — skills that will serve her well in future leadership roles. We are excited to see how she continues to develop and make an impact."

**“THE PAF SOLIDIFIED MY PASSION FOR
HEALTHCARE INNOVATION AND OPENED DOORS
TO FUTURE OPPORTUNITIES IN THE MEDTECH
INDUSTRY.”**

**LEENDERT
SANTENS**



**COHORT 2023-2025
PROJECT COUNTRY: USA**

ROLE

Leendert served as Business Development Manager for XEOS in the U.S., focused on introducing the AURA10 device.

RESPONSIBILITIES

Leendert's mission included developing market presence, conducting health economics analysis, and building key stakeholder relationships. He led market research, organized participation at major medical conferences, and explored regulatory and funding opportunities. A highlight was onboarding two pioneer clinical trial sites, laying the groundwork for future adoption of XEOS's innovative intraoperative imaging technology.

HOW HE BENEFITED

Leendert developed a strong foundation in health economics, focusing on the economic impact of medical innovations like AURA10 and their potential to improve surgical outcomes while reducing overall healthcare costs.

“The impact of this project extended beyond immediate achievements. It solidified my passion for innovation in healthcare and opened doors to future opportunities in the MedTech industry.”

THE COMPANY - XEOS MEDICAL NV

XEOS Medical NV is a MedTech startup with a mission to make patients' lives better. By leveraging the power of molecular imaging, they want to enhance the predictability of surgery-based treatments, helping surgeons to give their patients instant peace of mind. XEOS' vision is to be a global technology and knowledge leader that provides surgeons, pathologists, and other healthcare professionals absolute surgical confidence.

“Leendert successfully completed both parts of the project. He showed great flexibility, adaptability, and a strong eye for detail. His ownership of the budget impact model and proactive approach were instrumental in helping XEOS take its first steps in the U.S. market.”



**THIS PROJECT FELT LIKE
RUNNING MY OWN COMPANY
— IT CONFIRMED I WANT TO
BECOME AN ENTREPRENEUR
IN THE FUTURE.**

LUNA VAN DE GENACHTE

COHORT 2023-2025

PROJECT COUNTRY: USA



ROLE

Luna served as Business Development Manager for Prado in the U.S.

RESPONSIBILITIES

Her project unfolded in three phases: market research, defining a go-to-market strategy, and executing business development. Luna boosted brand awareness, navigated complex U.S. electrical regulations, and set up strong operational processes. She also played a key role in establishing warehouses, expanding the product line, and hiring local sales and customer service teams.

HOW SHE BENEFITED

This project was a defining experience for Luna, allowing her to take on greater strategic responsibilities in international business expansion and strengthen her entrepreneurial mindset.

“PAF gave me the space to rethink my professional goals. Rather than chasing titles or external recognition, I’ve gained clarity on what truly motivates me—building something meaningful, working on projects that energize me, and maintaining a sense of balance and fulfillment.”

THE COMPANY - PRADO

Prado designs and develops invisible home technology to create cleaner ceilings and walls for more calming homes. Founded in 2019, Prado works in the high-end residential market with top (interior) architects. Its product range includes lighting combined with ventilation, motion sensors, and a minimalist line of outlets, switches, and push buttons. Prado’s core markets are BeNeLux and France, with export markets in the UK, Spain, Portugal, Greece, Dubai, and Korea.

“Luna has been instrumental in managing the complexity of entering a highly regulated and competitive market like the U.S. She has shown great adaptability, a structured mindset, and commitment throughout the process. Her efforts have helped Prado establish the right connections and laid the groundwork for long-term success in the U.S. market. We truly appreciated her drive and determination.”

SOUTH AMERICA



ARGENTINA

Arthur Buelens ('23 - '25)
Michiel De Decker ('23 - '25)

BRAZIL

Charlotte Boël ('22 - '24)
Pauline Steinbach ('22 - '24)
Kelly Bloomer ('23 - '25)
Louis de Moffarts ('23 - '25)
Harold della Faille ('23 - '25)

CHILE

Emmeline Demaerschalk ('23 - '25)

COLOMBIA

Camille Alexandre ('22 - '24)
Margot De Smet ('22 - '24)

“PAF OPENED MY EYES TO HOW DIFFERENTLY BUSINESSES OPERATE AND MADE ME CURIOUS TO EXPLORE MORE.”

**CAMILLE
ALEXANDRE**



COHORT 2022-2024

PROJECT COUNTRY: COLOMBIA

ROLE

Camille worked as Key Account Manager for Puratos Colombia, supporting the development of the Large Accounts strategy.

RESPONSIBILITIES

Camille was responsible for helping structure and grow the Large Accounts channel, which included customers in retail, industry, and foodservice. She conducted a detailed market analysis and in-field shelf assessments to map opportunities and align with global segmentation guidelines. She also took the lead in designing a new team structure, which she presented to local management. In parallel, she supported local marketing campaigns and coached account managers to improve commercial planning.

HOW SHE BENEFITED

The experience gave Camille new levels of flexibility, resilience, and cultural awareness.

“My personal goal was to find out more about myself and the career path I want to follow—which I successfully did. I worked in Spanish, adapted to a new professional culture, and became more assertive in shaping my own role. This year helped me define what I want—and don’t want—in a future job and company culture.”

THE COMPANY - PURATOS

Puratos is an international group offering a full range of innovative products, raw materials and application expertise to the bakery, patisserie and chocolate sectors. The headquarters are just outside Brussels (Belgium), where the company was founded in 1919. Almost a century later, their products and services are available in over 100 countries around the world and, in many cases, are produced by a network of local subsidiaries. Above all, they aim to be ‘reliable partners in innovation’, helping customers around the world to deliver nutritious and tasty food to their local communities.

“Camille brought structure, perspective, and a long-term vision to our Large Accounts team. She helped us rethink how we segment customers and manage accounts. Her strategic mindset and strong work ethic inspired the team and laid the foundation for a clearer, more scalable approach.”



**THANKS TO PAF, I LEARNED
THAT TRUST STARTS WITH
UNDERSTANDING HOW
PEOPLE WORK – AND
GROWING ALONGSIDE THEM.**

CHARLOTTE BOËL
COHORT 2022-2024
PROJECT COUNTRY: BRAZIL



ROLE

Charlotte joined Puratos Brazil as Chocolate Product Manager, based in São Paulo, where she worked to strengthen the chocolate business unit and lay the groundwork for new sustainability initiatives.

RESPONSIBILITIES

During her PAF-year, she was responsible for developing brand strategies, leading innovation projects, promoting brand growth and expansion, and using a variety of data to drive volume and profitability of the chocolate business unit. A key highlight was the introduction of the Cacao-Trace program in Brazil and the successful launch of the Belcolade brand in Brazil.

HOW SHE BENEFITED

Charlotte highlighted three key traits on which she believes she has grown tremendously: confidence, independence and influencing skills.

“As I adapted to the team, culture and language, my self-confidence rose. And as it grew, so did my independence in managing the project as I saw fit.”

THE COMPANY - PURATOS

Puratos is an international group offering a full range of innovative products, raw materials and application expertise to the bakery, patisserie and chocolate sectors. The headquarters are just outside Brussels (Belgium), where the company was founded in 1919. Almost a century later, their products and services are available in over 100 countries around the world and, in many cases, are produced by a network of local subsidiaries. Above all, they aim to be 'reliable partners in innovation', helping customers around the world to deliver nutritious and tasty food to their local communities.

“Charlotte Boël has proven to be an invaluable asset to Puratos, demonstrating exceptional skills in adaptability, relationship-building, and visionary leadership. Her commitment to learning, enthusiasm for company objectives, and organisational prowess have left a lasting impact on the team and contributed significantly to the company's success.”



ROLE

Margot joined Incofin's Latin America office to lead the early-stage development of a new impact fund focused on inclusive, nature-based solutions in the Amazon region.

RESPONSIBILITIES

As project manager, she coordinated the internal workstreams for the Lupuna Fund initiative—developing documentation, overseeing grant applications, and building internal alignment across Incofin's Belgian and Colombian teams. Margot also supported investor engagement, helped define the fund's impact thesis, and contributed to local pipeline building. Her work culminated in strategic documents and proposals submitted to international climate finance platforms.

HOW SHE BENEFITED

Margot's PAF year marked a shift from legal work into the world of impact investing.

"Shifting focus towards impact investments signified a transition from a purely legal role to a mission-driven role aimed at generating positive social and environmental change."

The role sharpened her leadership and coordination skills, and taught her how to navigate ambiguity, align teams, and push a mission-driven project forward across cultural and organizational contexts.

"PAF TOOK ME FROM THE LEGAL WORLD INTO SOCIAL AND ENVIRONMENTAL IMPACT INVESTING – AN INCREDIBLE LEARNING EXPERIENCE."

THE COMPANY - INCOFIN INVESTMENT MANAGEMENT

Incofin is a leading impact investment fund manager with over €11 billion in assets under management. Active in emerging markets worldwide, Incofin finances inclusive growth by supporting smallholder agriculture, financial inclusion, and clean water access. Its blended finance approach connects capital to purpose in underserved regions.

"We really appreciated Margot's resilience, discipline, and capacity to learn. Even during the more difficult moments of her adaptation in Colombia, she consistently showed up and kept the project moving. She proved highly effective in coordinating across teams and building strong connections with everyone involved."

PAULINE STEINBACH

**“DURING MY PAF PROJECT I HAD FULL FREEDOM
TO SHAPE SOMETHING FROM SCRATCH —
AND OWN IT FULLY.”**



COHORT 2022-2024

PROJECT COUNTRY: BRAZIL

ROLE

Pauline joined Helexia Brazil as a Project Manager to spearhead the launch of their Energy Services, focusing on innovation and market expansion.

RESPONSIBILITIES

She was tasked with designing and implementing the Innovation Program and establishing the “New Businesses” team. In this role, she developed new ideas into real market opportunities, managed a cross-functional team of 18, and set up a decision-making board to guide innovation strategy.

HOW SHE BENEFITED

Navigating the challenges of integrating new initiatives within an established corporate and market structure, Pauline addressed this by fostering strong international relationships, stakeholder management and strategic alignment.

“This experience shifted my focus from solving problems to building systems that prevent them,” she reflects.

THE COMPANY - HELEXIA

Helexia is an Energy Service Company (ESCO) with over a decade of experience in delivering integrated, tailor-made solutions for local, sustainable energy production and efficient energy management. Through its 360° approach—Plan, Build, Run, and Finance—Helexia accelerates energy transitions and adds value to its clients’ businesses, with services anchored in energy production and optimization.

“Pauline quickly earned trust by listening, building buy-in, and delivering results in a challenging context. She helped bring structure to our innovation efforts and gave shape to a new business unit that’s now central to our future direction. Her ability to connect teams, manage ambiguity, and keep momentum going was essential throughout the year.”



PAF ENABLED MY 180° SWITCH FROM MEDICINE TO BUSINESS AND HELPED ME DEVELOP AN ENTREPRENEURIAL MINDSET.

KELLY BLOOMER
COHORT 2023-2025
PROJECT COUNTRY: BRAZIL



ROLE

Kelly served as Business Development Manager for South America at Decontex, a company specializing in using pressurized CO₂ technology to decontaminate personal protective equipment (PPE), particularly for firefighters, reducing their risk of cancer.

RESPONSIBILITIES

Kelly's original mandate focused on overseeing the establishment of Decontex's first cleanroom in Salvador da Bahia, Brazil. However, as she navigated the region's complex cultural and business environment, her role expanded toward identifying broader market opportunities across South America. Through months of negotiations, she successfully secured an official partner to represent Decontex in Brazil—laying the groundwork for market entry and future regional growth.

HOW SHE BENEFITED

Coming from a background in medicine, Kelly's PAF project was a 180° shift. She embraced the learning curve with resilience, strengthening her commercial mindset and stepping confidently into business development—well outside her comfort zone.

"I think that my medical background combined with this new business experience puts me in a unique position with a lot of different possibilities. One reason I joined PAF was to develop an entrepreneurial mindset—and after this year, I'm proud to say I achieved that."

THE COMPANY - DECONTEX HOLDING NV

Decontex (DCX) is an innovative Belgian scale-up that has developed a unique, patented, and sustainable solution for the full decontamination and disinfection of personal protective clothing. It serves operational government services (especially firefighters, alongside police and defense), as well as the heavy industry and medical sectors.

"Kelly's project to develop and expand Decontex's business in Brazil was a success. Despite the challenges of entering a new market—and her atypical background in medicine—Kelly made remarkable progress in raising awareness of Decontex's services among potential partners and end-users. She concluded her PAF project by securing a key partnership, enabling Decontex to enter the market and establish a strategic presence for 2025."



ROLE

Arthur supported the integration of Drixit, an Argentinian company recently acquired by Rombit Group. His role was to align both companies legally, operationally, and culturally, ensuring that the local LATAM team felt fully part of Rombit.

RESPONSIBILITIES

Arthur's primary focus was building a stable legal framework for operations in Argentina. He developed standard contracts, terms and conditions, and internal approval workflows. Once the legal foundations were in place, he shifted to mapping and documenting operational processes, aligning operations with Rombit's best practices, ensuring consistent quality, and preparing the company for future certifications.

HOW HE BENEFITED

Experience in operational management taught Arthur to consider the bigger picture and how different parts of an organization connect and depend on each other.

"This skill set will be very useful in any future role I take on."

"I LEARNED TO APPROACH LEGAL CHALLENGES AS PART OF A BROADER STRATEGY TO PROTECT AND STRENGTHEN THE COMPANY"

THE COMPANY - ROMBIT NV

Rombit's mission is to reduce operational expenses by providing safety, efficiency, and sustainability solutions for the frontline workforce and equipment. Its Connected Worker products improve worker safety compliance through real-time safety monitoring and analytics, while its Forklift Safety solutions combine driver coaching, safety training, and pioneering hard- and software into an integrated approach. The result offers a triple return on safety: fewer accidents, higher worker retention, and lower operational costs.

"Arthur's adaptability and initiative, especially beyond his initial scope, were highly valued by the team. His ability to remain motivated despite an evolving operational and financial context demonstrated resilience and commitment."

**“THE PAF EXPERIENCE CULTIVATED MY ABILITY
TO INNOVATE FROM WITHIN A CORPORATE
ENVIRONMENT.”**

**LOUIS
DE MOFFARTS**



COHORT 2023-2025

PROJECT COUNTRY: BRAZIL

ROLE

As Business Development Manager at Helexia Brazil, Louis was tasked with launching new service lines and driving business growth in the Brazilian market.

RESPONSIBILITIES

Louis started his assignment by analyzing Helexia's Energy Management System (EMS) practices across Belgium, France, and Brazil. After identifying limited market traction for EMS solutions in Brazil, he proactively pivoted to a new growth opportunity: exploring Battery Energy Storage Systems (BESS). Over several months, he built a complete Go-to-Market strategy and a business plan for launching the BESS service line.

He then transitioned into active business development, building an opportunity pipeline and securing a major success: signing Helexia Brazil's first BESS project with a leading client in the resort sector.

HOW HE BENEFITED

Throughout his project, Louis faced major organizational changes and leadership turnover. Adapting to this instability taught him to stay focused on strategic goals, drive initiatives forward independently, and build resilience in a corporate environment. The overseas PAF experience also offered valuable personal growth.

“Living and working in Brazil helped me improve my Portuguese, deepen my cross-cultural understanding, and become more adaptable in how I collaborate”.

THE COMPANY - HELEXIA

Helexia is an Energy Service Company (ESCO) that accelerates its clients' energy transitions through integrated solutions in production and optimization. With expertise in engineering, business analysis, and financing, Helexia operates across four service pillars—Plan, Build, Run, and Finance—and has been delivering tailor-made, sustainable energy solutions for over a decade.

“We greatly appreciated Louis' entrepreneurial vision, strong analytical skills, seamless integration into the Brazilian team, and pragmatic resilience. These qualities led us to offer him a permanent contract, where he will take on a strategic role in growth and marketing intelligence.”



CONNECTING WITH THE PAF ALUMNI CIRCLE GAVE ME VALUABLE INSIGHTS AND NEW PERSPECTIVES ON BUILDING AN INTERNATIONAL CAREER AND DRIVING IMPACT.

MICHEL DE DECKER
COHORT 2023-2025
PROJECT COUNTRY: ARGENTINA



ROLE

As the Regional Sustainability and Business Development Manager for LATAM for Boortmalt, Michiel was responsible for driving all sustainability initiatives in Argentina.

RESPONSIBILITIES

Michiel started his assignment with a strategic assessment of green energy and sustainable barley opportunities in Argentina. He then moved on to implementing both large- and small-scale initiatives. Among his key achievements were shaping major decarbonization projects, including a waste heat recovery opportunity at the Bahía Blanca plant—projected to reduce 12,000 tons of CO₂ emissions annually—and launching a biomass energy strategy for the Rosario plant.

Michiel also developed a regional carbon pricing model and initiated a low-carbon fertilizer program in collaboration with industry partners, achieving a 20% CO₂ reduction in barley production. Seven months into his project, his scope expanded to include sustainability initiatives for Boortmalt's North American operations, while remaining based in Argentina.

HOW HE BENEFITED

Taking full ownership of projects was a key part of Michiel's development journey. Being the sole driver of sustainability initiatives in the region, he had to advocate for his projects and navigate challenges independently. He embraced a "fail-fast" approach, balancing careful planning with rapid experimentation. On a personal level, immersing himself in Argentine work culture allowed him to adopt a more informal communication style and build stronger interpersonal relationships with colleagues.

THE COMPANY - BOORTMALT

Boortmalt is a leading global malting company with a production capacity of 3.1 million tonnes. With 27 malting plants across five continents and a team of over 1,000 employees, Boortmalt supplies top-quality barley malts to brewers, distillers, and food industries worldwide.

"Michiel's strategic vision and project expertise were instrumental in aligning teams on our sustainability efforts, more importantly he discovered and led new opportunities to cut emissions across different scopes. We're very excited to see what he will accomplish in the coming year as he builds on these long-term projects."



ROLE

As Business Developer for Turbulent in Brazil, Harold was responsible for expanding market presence and establishing local manufacturing operations.

RESPONSIBILITIES

Harold's mission was threefold: to build a network of strategic partners to expand the project pipeline, to conduct a comprehensive market analysis of Brazil's small-scale hydro sector, and to set up local production capabilities to support Turbulent's long-term growth in the region. His efforts resulted in the signing of two key partnership agreements and the successful establishment of a local presence, positioning Turbulent for future expansion.

HOW HE BENEFITED

The project allowed Harold to step outside his comfort zone as an engineer and develop strong business development and networking skills. Working closely with the CEO and adapting to the fast-paced reality of an SME taught him the importance of aligning with company priorities, navigating company culture, and balancing drive with patience.

“PAF LET ME STEP OUT OF MY COMFORT ZONE AS AN ENGINEER TO EXPLORE SALES IN A FAST-GROWING SME.”

THE COMPANY - TURBULENT HYDRO NV

Turbulent develops cost-effective hydroelectric turbines designed for decentralized, green energy production. Their turbines operate in rivers, canals, and waterways with a drop between 1.5 and 5 meters, offering durable, low-maintenance solutions. Inspired by natural networks of small, interconnected units, Turbulent aims to deliver clean, affordable electricity to remote communities worldwide—proving that small-scale technologies can have a large impact.

“Harold was very diligent in building business contacts for Turbulent in Brazil. He picked up the spirit of Turbulent, ‘preached the word,’ and was instrumental in signing two key partnership agreements.”

EMMELINE DEMAERSCHALK

“I TRULY BELIEVE IN THE PAF CONCEPT - IT FEELS LIKE A TRIAL YEAR FOR BEING AN EXPAT AND ENTREPRENEUR. WITHOUT PAF I WOULD NEVER HAVE TAKEN THIS STEP.”



COHORT 2023-2025

PROJECT COUNTRY: CHILE

ROLE

As Business Development Manager North LATAM for Unilin, Emmeline contributed directly to one of the company's most important strategic projects for regional revenue growth and market expansion.

RESPONSIBILITIES

Emmeline developed a business case for local production capabilities in two markets: in Chile she focused more on market entry and sales execution, while the work in Colombia was about understanding the market and building relationships.

HOW SHE BENEFITED

The project gave Emmeline valuable exposure to international business development, marketing adaptation, and strategic decision-making. She developed a stronger sense of ownership and gained new confidence in her ability as a leader.

“This experience paved the way for a managerial role, allowing me to take on leadership responsibilities and grow in a strategic role.”

THE COMPANY - UNILIN

Founded in Belgium in the 1960s, Unilin Group is an international leader in interior design and construction industry solutions. With over 8,200 employees across more than 100 locations, Unilin engineers, manufactures, and markets smart solutions for flooring, panels, and insulation. As part of Mohawk Industries, the world's largest flooring company, Unilin continues to drive innovation and sustainable growth across its five divisions.

“Emmeline's work provided us with clear and actionable insights on the barriers to entry the Chilean market. In Colombia, a market that was relatively unknown to us, Emmeline's research and expertise opened the door for Unilin. Her results and recommendations are now the foundations for the regional strategic plans.”

OCEANIA



AUSTRALIA

- Charles Didisheim ('22 - '24)
- Nicholas Evenepoel ('22 - '24)
- Arnold Herinckx ('22 - '24)
- Sofie Van de Velde ('22 - '24)

- Fien Clerix ('23 - '25)
- Julie Cobbaert ('23 - '25)
- Arthur Cuigniez ('23 - '25)
- Alexander Hannosette ('23 - '25)

“A PIVOTAL ASPECT OF THE PROGRAM HAS BEEN THE EMPOWERMENT TO INITIATE, OWN, AND LEAD PROJECTS - FROM STRATEGY TO HANDS-ON EXECUTION.”

**CHARLES
DIDISHEIM**



COHORT 2022-2024

PROJECT COUNTRY: AUSTRALIA

ROLE

Charles began his journey as Craft Development Manager APAC, focused on growing Boortmalt's Australian craft brand and business.

RESPONSIBILITIES

Charles shaped Boortmalt's five-year strategy for the APAC craft segment and led key initiatives to strengthen the commercial offering. He redefined the brand identity, launched premium sub-brands tied to origin, and improved packaging and sustainability practices. Working closely with partners across Australia and Asia, he also supported distributor engagement and built tools to better position Boortmalt's malts in a competitive market.

HOW HE BENEFITED

Working in a low-volume, high-value niche gave Charles a value-driven lens and honed his ability to deliver impact quickly.

“This experience embedded a value-oriented mindset and sharpened my ability to identify and seize growth opportunities. As a PAF candidate with limited time, I learned to focus on making an impact—setting ambitious yet realistic goals and designing actionable plans to reach them.”

PAF also served as a stepping stone in his career - by the end of his assignment, he was appointed Craft Project Manager at global level.

THE COMPANY - BOORTMALT

The Boortmalt Group is the world's nr. 1 malt producer, employing over 1000 talented professionals globally. Malt being one of the four key ingredients for brewing beer, as well as an essential ingredient for distilling whiskey. Boortmalt's clients include the breweries behind many of the world's most renowned beers, acclaimed whiskey distillers, as well as small craft breweries whose beers you find in your local bar or taproom. The group today counts with 27 sites which together produce over 3 million tons of malt per year.

“While Charles' background was impressive, what stood out most was his ability to balance persistence with patience. We asked Charles to push hard for results but pleasingly he was able to achieve the right outcomes at the same time as building meaningful relationships with the local team.”



OWNING SUSTAINABILITY PROJECTS END TO END MADE THIS A TRULY TRANSFORMATIONAL PAF EXPERIENCE.

NICHOLAS EVENEPOEL
COHORT 2022-2024
PROJECT COUNTRY: AUSTRALIA



ROLE

Nicholas joined Boortmalt in Melbourne as APAC Sustainability & Business Development Manager, tasked with building and driving the region's decarbonization strategy.

RESPONSIBILITIES

He developed Boortmalt's regional decarbonization roadmap and led key sustainability projects across seven Australian plants. His work covered emissions across scope 1, 2, and 3—including solar thermal installations, solar PV tenders, and geothermal feasibility studies. Nicholas also launched recyclable packaging, obtained certification for the first batches of decarbonized malt, and built relationships with partners to prepare a pipeline of future projects.

HOW HE BENEFITED

In a short time, Nicholas built deep expertise in sustainability—from carbon accounting and stakeholder engagement to renewable energy project design.

“Being able to take end-to-end ownership of these projects was a truly rewarding experience, enabling me to witness their development from start to finish.”

The shift from consulting to corporate execution gave him a practical understanding of how sustainability goals are implemented, and sharpened his ambition to continue shaping the field—both as a consultant and future entrepreneur.

THE COMPANY - BOORTMALT

The Boortmalt Group is the world's top malt producer, employing over 1000 talented professionals globally. Malt being one of the four key ingredients for brewing beer, as well as an essential ingredient for distilling whiskey. Boortmalt's clients include the breweries behind many of the world's most renowned beers, acclaimed whiskey distillers, as well as small craft breweries whose beers you find in your local bar or taproom. The group today counts with 27 sites which together produce over 3 million tons of malt per year.

“Through Nicholas' work we moved from theory to action. What once looked like an overwhelming plan to cut emissions by 42% by 2030 is now 80% clear and actionable. His structured approach, quick learning and openness made a real impact on our progress and helped the region to take a big step forward.”



ROLE

Arnold joined Finasucre in Brisbane as General Project Coordinator and was later appointed General Manager Farms & Sustainability, overseeing 1,000+ hectares of orchards and cross-continental carbon initiatives.

RESPONSIBILITIES

He played a central role in coordinating the Group's restructuring of its Nut Division. He contributed to merger and acquisition activities and led strategic initiatives such as exploring energy generation from reused wastewater. Arnold also took a key part in drafting Finasucre's Corporate Social Responsibility policy.

HOW HE BENEFITED

Arnold's PAF year gave him rare exposure to corporate strategy, field operations, and environmental innovation—all in a single role.

"I was quickly entrusted with responsibility and reported directly to top management. This allowed me to help implement group strategy while staying close to the local business."

The experience sharpened his leadership, broadened his operational expertise, and confirmed his long-term interest in impact-driven agribusiness.

"PAF WAS A MAJOR CAREER BOOST. IT GAVE ME THE CHANCE TO LEAD IN AREAS I'D NEVER TOUCHED BEFORE — RESTRUCTURING, SUSTAINABILITY, AND FARMING."

THE COMPANY - FINASUCRE

Finasucre is a privately held Belgian group with global operations across sugar, nuts, and real estate. It produces and markets sugar from beet and cane in Belgium, the Netherlands, Congo, Australia, China, and the U.S., and also invests in nut-derived products. Through Macadamias Direct, the group manages orchards, processing facilities, and export channels in Queensland and New South Wales.

"Arnold brings a great personality and work ethic. His curiosity, structure, and adaptability made him the ideal lead for the group's restructuring in Australia. When strategy shifted, we had no hesitation placing him at the helm."

“THIS PAF GRANT WAS TRULY A STEPPING-STONE TO TRANSITION FROM B2C INTO THE PHARMA SECTOR.”

**SOFIE
VAN DE VELDE**



COHORT 2022-2024

PROJECT COUNTRY: AUSTRALIA

ROLE

During her PAF year, Sofie joined UCB Australia as a Commercial Market Support Associate.

RESPONSIBILITIES

Sofie supported the Immunology marketing team in expanding their omnichannel customer engagement strategy and driving promotional efforts for both existing and new products across diverse customer segments. Her responsibilities included coordinating the design and setup of exhibition stands for two major medical congresses, as well as leading the planning and launch of a new partnership focused on patient awareness and education.

HOW SHE BENEFITED

Sofie's PAF year gave her a rare entry point into the pharmaceutical sector—one she acknowledges might not have been available through standard hiring pathways.

“Without this experience, I wouldn't have landed my current position. UCB likely wouldn't have had the time or resources to onboard someone with my background.”

She transitioned from B2C into a highly regulated, science-driven industry and quickly adapted to new governance structures and ways of working.

“I had to shift my expectations around ownership and influence—this industry runs on collaboration, not speed.”

THE COMPANY - UCB

UCB is a global biopharmaceutical company focused on severe diseases in neurology and immunology. Founded in Belgium in 1928, UCB employs more than 8,700 people across 36 countries, driven by a deep commitment to scientific innovation and patient-centered care.

“We were extremely lucky and grateful to have a candidate like Sofie. She accepted every challenge which was presented to her whilst bringing a positive atmosphere to the office. Sofie's attitude and presence brought positive energy to the office on a daily basis. This contributed to building our team's cohesive and productive culture. Her strong performance led to a permanent role at UCB HQ, where she now leads marketing for Evenity in Belgium and Luxembourg.”



PAF OPENED THE DOOR TO A STRONG NETWORK OF LIKE-MINDED CANDIDATES, ALUMNI, AND PROFESSIONALS WHO CONTINUE TO INSPIRE AND SUPPORT ME.

FIEN CLERIX

COHORT 2023-2025

PROJECT COUNTRY: AUSTRALIA



ROLE

Fien worked as Customer Experience Manager for Vinidex, the local Australian brand of Aliaxis. Her role focused on strengthening customer loyalty and satisfaction by defining and driving initiatives to improve supply chain efficiency and ease of doing business, with a special focus on strategic partners.

RESPONSIBILITIES

Fien's main objective was to define a concrete Customer Experience roadmap for 2024 and to support its early implementation. She collected and translated customer and operational data into actionable insights, identifying both quick wins and long-term improvement projects across the organization. Her work included analyzing cross-functional processes and the results of the customer NPS survey, and driving initiatives to simplify interactions with major retail customers such as Reece Group.

HOW SHE BENEFITED

By overcoming various challenges and engaging with diverse stakeholders, Fien gained valuable insights that have shaped her approach to work and life. She realized how important field input is for making strategic decisions.

“While I am a strong believer in data-driven decisions, numbers can’t capture everything that the common sense of people in our factories and warehouses can. Getting both aspects together is not an easy task, especially in a large company, but I am convinced that this is where significant room for improvement lies.”

THE COMPANY - ALIAXIS

Aliaxis is a global leader in advanced piping systems for building, infrastructure, industrial, and agricultural applications. The company provides communities around the world with sustainable, innovative solutions for water and energy, anticipating the rapidly evolving needs of its customers and society. With a global workforce of more than 14,000 employees, Aliaxis delivers specific solutions that meet the most demanding needs across multiple sectors.

“In parts of the business where Fien had a direct impact, our NPS score improved – a desired and welcome outcome in a market that declined sharply compared to the prior year, driving pressure on pricing and service expectations.”



ROLE

As Sustainability Manager for Boortmalt in the APAC region, Julie was responsible for advancing the company's decarbonization agenda and embedding global sustainability goals into local operations.

RESPONSIBILITIES

Julie was tasked with aligning local practices with Boortmalt's global sustainability strategy. She had full ownership of implementing initiatives across decarbonization, waste reduction, water management, and sustainable agriculture. In addition to driving local projects, she acted as the region's sustainability spokesperson and community manager, engaging internal teams and external stakeholders to foster a sustainability culture.

HOW SHE BENEFITED

Julie experienced a steep learning curve during her project, quickly upskilling in complex areas such as the malting process, renewable heat technologies, and sustainable farming practices. Building on this knowledge, she grew in confidence and was able to drive sustainability initiatives and coordinate teams toward tangible results.

"This role has made a significant impact on my professional life. My primary goal was to become a sustainability expert and take a leading role in driving sustainability projects forward, and this position has provided the ideal platform for me to do just that."

"THE PAF GAVE ME THE BREAKTHROUGH I WAS LOOKING FOR—TO PIVOT INTO SUSTAINABILITY, BUILD EXPERTISE, AND DRIVE CONCRETE PROJECTS FORWARD."

THE COMPANY - BOORTMALT

Boortmalt is a leading global malting company with a production capacity of 3.1 million tonnes. With 27 malting plants across five continents and a team of over 1,000 employees, Boortmalt supplies top-quality barley malts to brewers, distillers, and food industries worldwide.

"As we were so convinced about Julie's added value, we offered her the opportunity to stay in her role for another year under a full Boortmalt contract, to keep the momentum going and help us achieve real carbon savings in the region."

“THE PAF WAS A TRANSFORMATIVE JOURNEY WITH UNPARALLELED OPPORTUNITIES. IT REVEALED CAREER PATHS I WOULDN’T HAVE CONSIDERED OTHERWISE.”

**ARTHUR
CUIGNIEZ**



COHORT 2023-2025

PROJECT COUNTRY: AUSTRALIA

ROLE

Arthur established a direct presence for the COREtec brand of USFloors International in Oceania and laid the groundwork for future expansion in the broader APAC region.

RESPONSIBILITIES

Arthur's project progressed in three phases. First, with no prior physical presence in the region, he introduced COREtec to key stakeholders and major retailers. After the initial market entry, his focus shifted to building a robust sales structure and articulating a strategic expansion roadmap. Finally, sales growth then became the priority: through innovative sales tactics and a nationwide sales tour, the project achieved a remarkable 70% year-to-date increase—leading to record revenues in Australia and New Zealand.

HOW HE BENEFITED

Coming from a software background, this project shifted his perspective, sparking a newfound interest in distribution market and their untapped opportunities. Also the autonomy to take ownership of his work, propose innovative ideas and see them through execution, deepened Arthur's entrepreneurial passion.

“The Prince Albert Fund (PAF) project with USFloors has been a transformative journey. It challenged my assumptions, expanded my skills, and revealed new career possibilities.”

THE COMPANY - USFLOORS INTERNATIONAL

USFloors International LLC is a Belgian pioneer in interior design and flooring, known for its high-quality patented flooring solutions under the COREtec® brand. Founded by Piet Dossche, the company specializes in multilayered vinyl and magnesium core flooring, offering a wide range of patterns, colors, lengths, and widths to meet diverse customer needs.

“Arthur played a crucial role in driving growth for the Australian market with outstanding strategic vision and execution. His contribution was instrumental to our company's expansion in the region.”



**THE PAF PROGRAM'S
STRUCTURE AND THE
NETWORK OF SUPPORT WERE
INVALUABLE, ENSURING
GUIDANCE THROUGHOUT THE
YEAR.**

ALEXANDER HANNOSETTE

COHORT 2023-2025

PROJECT COUNTRY: AUSTRALIA



ROLE

Alexander was tasked with developing Boortmalt's food development strategy in the Asia-Pacific region.

RESPONSIBILITIES

His project focused on creating innovative applications for malt in the food industry, aiming to diversify its use beyond brewing. This included identifying malt's unique benefits, communicating its value to customers, and preparing for the launch of Maltchies, the world's first malt-based snack, in Australia. He collaborated with research institutions, engaged food industry players, and developed a business plan to position Boortmalt for long-term success in the APAC food sector.

HOW HE BENEFITED

The project had a profound impact on Alexander's professional growth. He strengthened his business development skills, deepened his understanding of supply chains, and learned to navigate the cultural and business landscape in Australia.

"The experience pushed me to embrace more responsibility and a proactive approach to solving problems. I've gained a better understanding of how business works in practice, and I now feel capable of tackling more complex challenges."

THE COMPANY - BOORTMALT

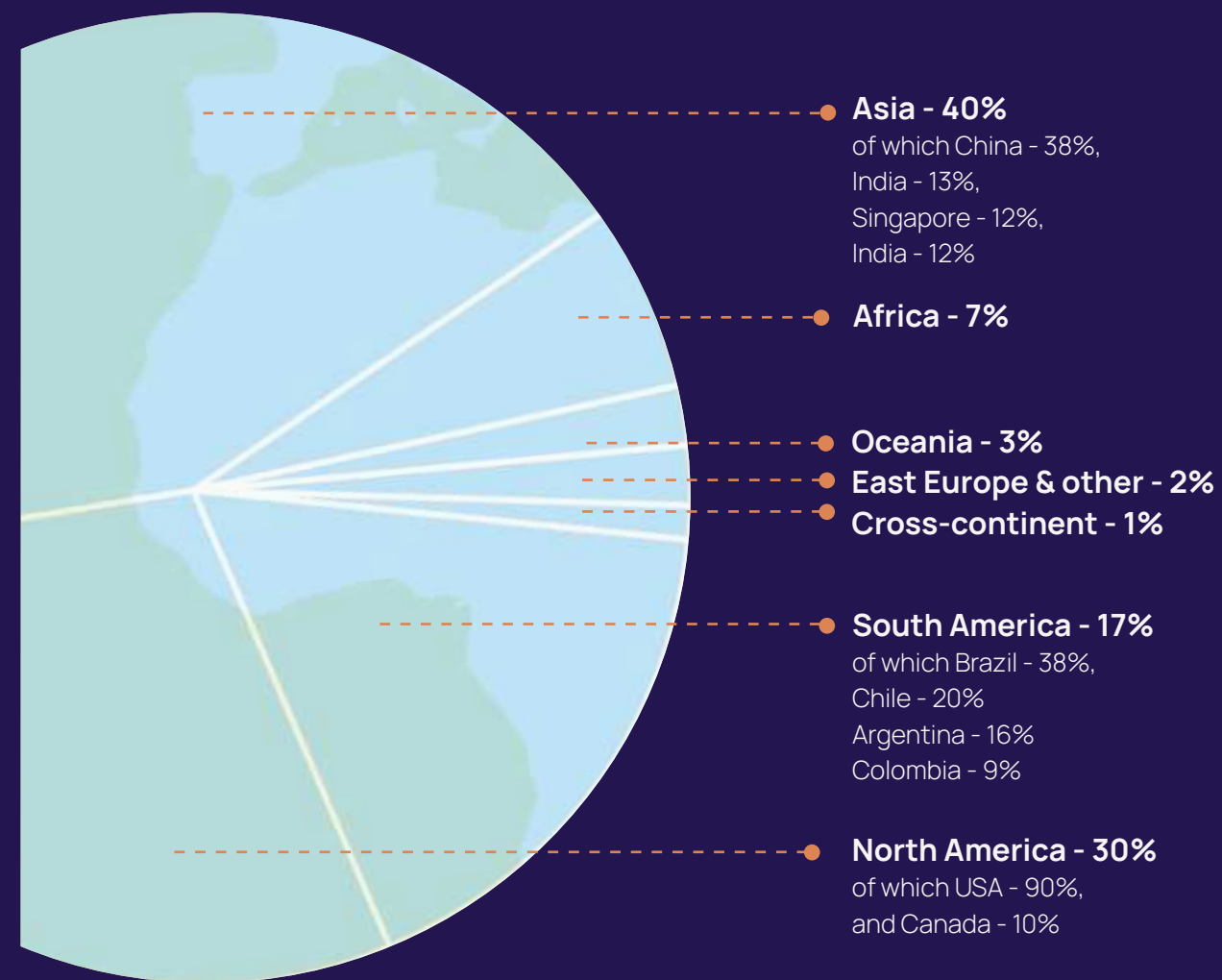
Boortmalt is a leading global malting company with a production capacity of 3.1 million tonnes. With 27 malting plants across five continents and a team of over 1,000 employees, Boortmalt supplies top-quality barley malts to brewers, distillers, and food industries worldwide.

"Alexander successfully completed his assignments and helped lay the groundwork for Boortmalt to diversify into the food sector in APAC. He showed strong initiative and independence, providing valuable strategic insights that will guide our next steps in this new business area."

KEY FIGURES: 1984 - 2025

577 alumni around the globe
38% women, 62% men

PROJECT DESTINATIONS



**A UNIQUE OPPORTUNITY FOR
CANDIDATES AND COMPANIES ALIKE**

FOR CANDIDATES

READY TO LAUNCH YOUR INTERNATIONAL CAREER?

If you're interested in expanding your horizons and taking on a new challenge, the Prince Albert Fund could be the perfect opportunity for you. This unique leadership program allows you to manage a year-long strategic project outside of Western-Europe, for a Belgian company of your choosing. You will receive support from an Alumni mentor and your cohort of peers throughout the year. After graduation, you will gain lifelong access to a select alumni community of leaders and entrepreneurs. Year after year the fund has proven to be a lifechanging experience which significantly accelerates the professional career of its participants. Apply and it might have the same impact for you!

HOW IT WORKS

Applications open each November and close mid-January. Top candidates are invited to a final jury round in March.

You don't need a project when you apply—our first focus is you. If selected, you'll receive leadership training and individual coaching before designing your mission. You can pick from a list of company opportunities or propose your own project and destination.

The Fund provides a **tax-free grant of €27,500**, while the company covers housing, travel, and work-related expenses. If your project succeeds, you'll become a Prince Albert Fund Laureate—a distinction recognized across Belgian business circles.

WHO CAN APPLY?

The ideal candidate:

- Are Belgian nationals or have resided in Belgium for at least 5 years
- Hold a master's degree
- Are under 30 years old and have a minimum of 2 years' work experience
- Are fluent in English
- Have a strong interest in business and management
- Show maturity, motivation, and an entrepreneurial mindset
- Demonstrate resilience, drive, and a desire to learn and lead
- Aim to make a positive contribution to society

INTERESTED?

Visit www.princealbertfund.be

Or join our annual info session in November to see if you're ready to take off.

OUR CORPORATE DONORS

WE ARE DEEPLY GRATEFUL
TO OUR CORPORATE
DONORS, ALUMNI,
AND PARTNERS WHOSE
SUPPORT MAKES
THESE OPPORTUNITIES
POSSIBLE.



FOR COMPANIES

LOOKING FOR HIGH-POTENTIAL TALENT TO DRIVE YOUR INTERNATIONAL GROWTH?

The Prince Albert Fund offers Belgian companies access to top-tier young professionals who are eager to take on meaningful challenges abroad. Whether you're expanding into new regions or deepening your presence in existing markets, PAF can connect you with the right talent—at low risk and high return.

We're always looking for ambitious international business projects to match with our grantees—especially during the highlight periods in **March** and **September**, when our candidates choose their assignments.

HOW IT WORKS

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 clear business challenge, and the company appoints a local mentor to guide the candidate throughout the assignment.

The Fund provides a €27,500 grant to the candidate. The company covers housing, flights, and other mission-related expenses.

WHO CAN APPLY?

Eligible Companies:

- Are Belgian or create added value for the Belgian economy (employment is key)
- Have international expansion outside the EU as a strategic priority
- Can offer a challenging, well-defined international project
- Are committed to coaching and supporting the candidate during the assignment
- Are prepared to secure work permits and insurance as needed

INTERESTED?

Find out more on <https://www.princealbertfund.be>

**BARON DANIEL JANSSEN
FOUNDING FATHER PAF**



**“DEAR PAFFERS, CONTINUE TO PURSUE YOUR IDEAS. DARE
TO FOLLOW YOUR IMAGINATION. YOU NEVER KNOW HOW
POWERFUL ONE SIMPLE IDEA MIGHT BECOME – EVEN 40
YEARS DOWN THE ROAD. VIVE PAF!”**

OCTOBER 11TH 2024, SPEECH PAF40 EVENT

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