



Sacred Heart UNIVERSITY

JACK WELCH COLLEGE OF BUSINESS

Luxembourg

INTERNATIONAL BUSINESS STRATEGY FINANCIAL PRODUCTS

BOOST YOUR INTERNATIONAL DISTRIBUTION WITH STRATEGIC INTELLIGENCE

Your daily challenge is based on international business leadership. You understand that success in global financial markets today is mainly about cross cultural skills, true flexibility and personal capacity to navigate the complexities of multidimensional foreign markets. Your experience shows that skills which make an asset manager or a financial solution provider successful in his domestic market may be the very reason for failure when approaching international private and institutional clients.

In summary, your international strategic intelligence is a key factor for individual and organizational success and your next challenge might be to adapt your knowledge to quickly understand a multicultural situation. In order to make those leadership competences a natural reflex, you are willing to gain new perspectives and expertise, benchmarking your individual management style against practical business cases from around the world.

SEMINAR LEARNING OBJECTIVES

- ✓ Explore the main challenges asset managers experience facing internationalization process
- ✓ Understand how culture impacts business effectiveness and changes the game
- ✓ Enhance your skills to influence clients, adapting your offer to the local market conditions
- ✓ Build your cross-cultural management techniques & understanding of multicultural relationships
- ✓ Develop your decision process to create effective strategies and be reactive to local trends
- ✓ Decode the practical implications for managers to lead across international transactions
- ✓ Learn what differentiates good international leaders from domestic players

COURSE DURATION: 4 SESSIONS OF 3 HOURS EACH
DATES: JUNE 2017
PRICE: € 950
€ 600 FOR ALUMNUS

PRESENTER PROFILE

Benjamin de Seille has 15 years' experience in international business development. During his professional career, he managed dozens of SME's internationalizations targeting different global markets. Serial entrepreneur, he founded a portfolio of 4 companies in Luxembourg and Qatar over the last 10 years. He holds a Master Degree in Finance and Economics from HEC Business School – University of Liège, and a specialization from the Luxembourg Financial Institute (IFBL). He started his career with General Bank of Luxembourg (BGL) as a business developer in the investment fund industry. Today, Benjamin teaches the International Business Strategy course at the Sacred Heart University in Luxembourg, in the frame of the Welch MBA.