

Commentary

Move your Business Forward with Harvard

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The CEIBS-Harvard Executive Program celebrated its 2nd Edition with the slogan: Move your business forward with Harvard. Executives can move their businesses forward through this annual executive program. The program took place from July 21st to 27th, 2018, at the Harvard Faculty Club in the prestigious city of Cambridge, Massachusetts.

For almost a week at Harvard Campus, a group of 45 international executives from Africa participated in the second edition of this elite Educational Program designed to offer participants an opportunity to exchange ideas on global business and networking. The program also included networking events with American Executives who participated at the Networking Venture Café Event at the Cambridge Innovation Center.

Over the course of the program, five Harvard Business School professors gave cutting-edge business presentations using the Case Study Method that analyzes the experience and performance of real companies. Other sessions were given by international executives who provided tested insight and strategies in the global marketplace.

The executives participating at the program represented a variety of business sectors including Information and Technology/ Agribusiness / Renewable Energy / Infrastructure / Medical Devices / Health Care Services/ Financial Services. The executives also had the opportunity to meet with experts from private institutions and startups such as the Cambridge Innovation Center (CIC), MassChallenge, Massachusetts Office of International Trade & Investment (MOITI) and the Massachusetts Institute of Technology (MIT).

“A Great Brand Gives You the Opportunity to Jump and be with Other Superstar Brands. A Brand that Captures Your Mind Gains Behaviour. A Brand that Captures your Heart Gains Commitment” (Bobby Riley-Harvard University Speaker)

This annual Executive Development Program is designed to offer participants a unique setting on the campus of Harvard University in order to exchange ideas on global management techniques, business networking opportunities, marketing strategies, partnership development, and cross-cultural understanding.



THE PROGRAM

The program took place on the Harvard University campus in a dynamic and interactive atmosphere promoted by Harvard's elite business faculty and international business executive speakers. Participants and speakers were joined by invited guests from businesses in the U.S. market who offered valuable feedback and resources in different business fields.

PROGRAM GOALS

The main goal of this executive program is to offer participants the tools and knowledge to generate new ideas and opportunities for their businesses and to create partnerships and networking opportunities among attendees.



The mix of international executives offers an excellent opportunity to share business knowledge, identify strategies and solutions to expand international business and learn through actual case studies from Harvard professors who offer deep insight into international business.

*“We want to create leaders who make things happen- in business, in their personal lives, and in the society at large”
(Robert Wilkinson, Harvard University, speaker).*

PARTICIPANTS’ PROFILE

This program is designed for executives and entrepreneurs interested in adding a more global focus to their business or gaining a deeper understanding of today’s global market. Special emphasis is placed on the intricacies of the U.S. market, building and sustaining a competitive advantage and managing the innovation process on an international scale.



The Program was organized by the China Europe International Business School (CEIBS) in partnership with Professor Marisa del Pozo Lite, Executive Director of the RCC at Harvard Executive Program and full professor of Complutense University of Madrid, Spain.



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