

# IE Singapore International Business Fellowship Executive Programme (New and updated curriculum)



**On the Middle East: Doha, Qatar & Abu Dhabi, United Arab Emirates**  
28 September – 4 October 2013

**The iBF Executive Programme is jointly organised by International Enterprise (IE) Singapore and Singapore Business Federation (SBF).**

The iBF Programme supports Singapore-based companies in the training of company executives to acquire business knowledge and build networks in selected supported markets like the Middle East.

Only a maximum of **30 participants** will be accepted for this programme.

## Programme Objectives

The programme is specially organised for:

- Executives of companies entering or expanding into the Middle East market
- Public sector executives working with the Middle East region

Through site visits, briefings, networking sessions and lectures by prominent practitioners and academics, participants will:

- Improve capabilities to successfully enter, navigate the market, and address operational issues
- Acquire market-specific business knowledge crucial in formulating their organisations' Middle East strategy
- Adapt quickly to the closely intertwined Middle East business and cultural environment
- Build strong connections with Middle East businessmen and Singaporeans based in the region

## Programme Highlights

- In-depth appreciation of the Middle East's business and cultural environment and the relationship between government and businesses
- Insights into consumer behaviour, marketing management, operations and supply chain management and pricing strategies in the Middle East
- Understanding of leadership, people management, structuring of joint ventures and alliance management in the context of the Middle East
- Techniques for effective negotiation, conflict management and dispute resolution with Middle East counterparts

The programme will be conducted in English. All participants will receive certification from the University of Dubai upon completion.

## Registration

If you are interested to attend the iBF Executive Programme on Middle East, please submit your registration by **Monday, 2 September 2013**.

## Course Fee

**Estimated S\$1,800.00 per participant** after 70% support from IE Singapore; only applicable to eligible Singaporean or Singapore Permanent Residents from Singapore-based companies or public sector organisations in Singapore.

Estimated Full Course Fee of **S\$5,876** per participant applies for non-Singapore Citizens and non – Singapore PRs.

iBF may also provide support for up to 50% of economy return airfare and accommodation for participants from Singapore-based companies. Hotel accommodation, airfare, airport transfers and other incidental expenses will be paid by participants.

## Payment

Payment will be collected upon **confirmation of placement** in the programme. **Full payment** of the programme fee must be received by SBF before the start of the programme.

## Enquiry, please contact

- Eileen Lee, [eileen.lee@sbf.org.sg](mailto:eileen.lee@sbf.org.sg), 6827 6874
- Cody Lee, [ctklee@sbf.org.sg](mailto:ctklee@sbf.org.sg), 6827 6858

A Programme by



Driving  
Singapore's  
External  
Economy

Organised by



**SINGAPORE  
BUSINESS  
FEDERATION**  
Apex Business Chamber

IE Singapore  
**International  
Business  
Fellowship**  
Executive  
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**Registration Slip**

Closing date: **2 September 2013**

**Ref No: AEMEA**

Fax: 6720 2873

Attention to: Eileen Lee, eileen.lee@sbf.org.sg, 6827 6874

Name (Mr / Ms): \_\_\_\_\_ Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

SBF Mbership No.: \_\_\_\_\_

Company: \_\_\_\_\_ Nature of Business: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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