

Strategic Communication Planning

As the Global Communications Project Manager and Business Development Consultant for Babson College- Babson Global I facilitated negotiations with foreign governments and Babson experts aimed at creating special economic zones “Enterprise Cities” with legal-regulatory systems implemented by Babson experts to help promote competitive markets and demonstrate the benefits of democratic reform to local populations.



Social Contract—*global responsibility*
"At the heart of Babson Global is the recognition of the value of making a change in the world through entrepreneurial education, which gives people the tools for maintaining peace and prosperity."



E-Cities—*Enriching societies through competitive entrepreneurship*
"Through our Competitiveness Project and Enterprise City initiative, we are taking concrete steps to create prosperity, alleviate poverty, promote entrepreneurship and thereby create a world of hope and opportunity."

"Being recognized as the top institution in the world for teaching entrepreneurship, we have a duty to pass on that knowledge to the world."
—Shahid Ansari



"Our MBA program in Saudi Arabia provides women in business and entrepreneurship opportunities they never had before."
—Jan Bell



E-University - Entrepreneurship University Development *creating curriculums, advising and training from start to finish* "Advising, training and managing new entrepreneurship universities from start to finish for developing nations or anywhere around the world requires unique expert guidance on curriculum and implementation."



E-Learning - bringing Babson's expertise to educators around the world "E-Learning enables us to provide educators from around the world access to the best expert knowledge on entrepreneurship that they can pass on to students who will build better and more prosperous societies."



E-Net - Entrepreneurship Education Network *becoming a member of Babson's E-Net of member schools has far reaching benefits* "Individual attention and advice, combined with a global sharing of knowledge and intellectual interaction that comes from being a member of our network puts the power of entrepreneurial thinking in everyone's hands."

Babson Global *at a Glance*

ABOUT BABSON GLOBAL

Babson Global's mission is to put the power of entrepreneurship, the greatest force for social and economic value creation, in the hands of as many people in the world as possible.

As a wholly owned subsidiary of Babson College (the top leader in entrepreneurship for 21 consecutive years) we design and deliver solutions and services that extend Babson's globally recognized theories in entrepreneurial education based on Entrepreneurial Thought & Action™ through collaborations with educational institutions, foundations, government entities, and NGOs around the world.

We are responsible for bringing Babson's unique brand of entrepreneurial education to engage with other nations in ways that ensure the globalization of Babson College while preserving the values that make us unique.

www.babsonglobal.org
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OUR MISSION

Educating the World in Entrepreneurship

Creating prosperous economies worldwide starts with excellence in entrepreneurial education. This is one of our core beliefs at Babson Global, and we are committed in helping our clients build an outstanding academic program, whether creating a university from ground up or improving the curriculum of an existing university.



Practical Application—working with governments to transform societies

With Enterprise Cities, we are taking learning out of the classroom and into the world by working with governments globally to create competitive, vibrant environments where entrepreneurial theories can be applied successfully.



Global Development

Online Presence & Branding

Managed branding strategies for all 4 Babson projects by producing videos featuring Babson experts, creating a Babson Global YouTube Channel, and designing web site and digital brochure content with graphics and integrated links to establish the Babson brand in target countries, among international experts, academia, and investors.

Babson Global

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<p>News</p>  <p>BABSON ALUMNI CELEBRATE WITH PRESIDENT HEALEY IN SAUDI ARABIA</p> <p>Connect with us</p>  <p>Get the latest updates on entrepreneurship around the Globe, research and studies by connecting with our social media.</p> <p>Sign up to receive our monthly e-publication —subscribe</p> <p>Quick Links —Babson College —GCEE Portal for members of the Babson Consortium</p>		 <p>Social Contract—<i>global responsibility</i> “At the heart of Babson Global is the recognition of the value of making a change in the world through entrepreneurial education, which gives people the tools for maintaining peace and prosperity.”</p>	 <p>Enriching Societies—<i>through competitive entrepreneurship</i> “Enterprise Cities is a demonstration model of how competition on the merits can create a vibrant market that benefits not only entrepreneurs, but most importantly the local population which will prosper and rise out of poverty.”</p>	 <p>E-Learning—<i>bringing expertise to educators around the world</i> “E-Learning enables us to provide educators from around the world access to the best expert knowledge on entrepreneurship that they can pass on to students who will build better and more prosperous societies in the future.”</p>	 <p>Greenfield Educational Initiative <i>creating curriculums, advising and training from start to finish</i> “Providing opportunities for the best entrepreneurial training for developing nations or anywhere around the world requires unique expert guidance on curriculum and implementation that Babson Global provides.”</p>	 <p>Global Consortium for Entrepreneurship Education <i>GCEE—far reaching benefits of joining a network of schools</i> “Individual attention and advice, combined with a global sharing of knowledge and intellectual interaction that comes from being a member of the GCEE network puts the power of entrepreneurial thinking in everyone’s hands.”</p>		

Bringing entrepreneurial thought and action to the world

Global Development

Branding Babson's Entrepreneurial Expertise

Showcasing Babson experts and their mission to promote economic reform in developing nations with entrepreneurial projects as a means of delivering prosperity to all citizens globally.

Babson Global

bringing entrepreneurial thought and action® to the world

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Connect with us



Get the latest updates on entrepreneurship around the Globe, research and studies by connecting with our social media.

News



BABSON ALUMNI CELEBRATE WITH PRESIDENT HEALEY IN SAUDI ARABIA

Sign up to receive our monthly e-publication —subscribe

Quick Links

- Babson College
- GCEE Portal for members of the Babson Consortium

EVENTS

Babson Global's team of experts regularly participate at international events and conferences that deal with entrepreneurship. As speakers and experts, their goal is to convey the benefits of competition and expand the parameters on what leads to success in entrepreneurship.



Past events | Upcoming events



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Global Development

International Multi-Project Management

Led multi-project management and developed a custom, online global multi-project collaborative platform to coordinate all activities, goals, learning agendas, country-specific resources and schedules for 4 different projects headed by Babson experts in support of Babson's mission 18 developing nations.

Enterprise Cities Projects – Overarching Strategy				Country Specific Tasks & Activities				
				Europe	Asia	Latin America	Africa	
				Morocco	Zambia	Ghana	Rwanda	Angola
Big Picture Goals	Communications Methods & Tools	Schedule	Target Investors	Target Individuals	Country specific considerations	Specific Communications	Schedule & Specific Action Plan	
<ol style="list-style-type: none"> Identify potential champions of the Enterprise City idea <ol style="list-style-type: none"> In-country <ol style="list-style-type: none"> Government Media business Outside <ol style="list-style-type: none"> Embassy Ethnic organizations Meet government officials Meet local champions Use media to promote idea <ol style="list-style-type: none"> Interviews Write Op-ed / article Press conference Identify potential developer group Letter of Entrepreneurial Intent to be signed by government Form an EC Implementation Committee consisting of government appointed individuals (and outside consultants) assigned to manage the project development, outreach to investors, promote project, assist in regulatory framework needs and overall implementation of project (This needs to be funded by the government hosting the Enterprise City project) Outreach to developers and investors for the Enterprise City Form the Enterprise City Corporate Board (government / private / non-profit) 	<p>Target audience:</p> <ul style="list-style-type: none"> Government Media Academics Business community International organizations <p>Materials & Online Content</p> <ol style="list-style-type: none"> EC web site 1-page overview of Babson Global 1-page overview of Enterprise City information specific to that country Extended printable marketing package Videos (country-specific/general) e-Bulletins Contact by email / letter / call Send multimedia presentation of idea <u>Country-specific persuasive video presentations:</u> Combine Power point information and video for each country aimed at each country's audience 	<p>2014</p> <p>Jan Feb March</p> <ul style="list-style-type: none"> Malaysia Marketing info on BG, e-bulletin <p>April</p> <ul style="list-style-type: none"> Create Strategic Management Plan, complete table Morocco <p>May</p> <ul style="list-style-type: none"> Dom Republic Honduras Serbia <p>June</p> <ul style="list-style-type: none"> Boston—film "Babson College—Establishing Entrepreneurship Around the World" to be used as pilot for Legatum on Babson Global Ideology, theories behind EC projects, student round table discussions, campus etc. <p>July Aug Sept Oct Nov Dec</p>	<p>Developer Groups:</p> <ul style="list-style-type: none"> "EMAAR (Saudi Group): Interest in Projects in Morocco? Middle East? Serbia?" SS has to set up meetings to discuss and find out in which projects they are interested in. Put Consortium together in Morocco as in Saudi Arabia. Find out if Lafid Martin is selling Defense material. Clark Construction: Interest in Honduras confirmed. Find out about Dominican Republic and Nicaragua. Ask Arguello what it will take to get them involved. APA: Interest in Malaysia and Indonesia Send out BRIEFING LETTERS to the people we have identified as potential Developer Groups. These should go out as soon as we have got the Letters of Intent. <p>Board of Advisors:</p> <ul style="list-style-type: none"> Have two Boards: one General and another Specific for each Project. SS feels it is important to start populating the Board How to invite the members? Have a Board of Advisors for all Enterprise cities or one for each? Important SS decision. General members— Enterprise Cities Board of Advisors. Gil Taran: Carnegie - Education John McComber: Harvard Business School - Financing 	<p>Local Champions:</p> <p>In-country:</p> <ul style="list-style-type: none"> Sheikh Tarik Bin Laden and Middle East Development Princess Lalla Joumala Alaoui Prime Minister, Minister of Equipment and Transport Mr. Aziz Rabaah <p>People who can remove obstacles:</p> <p>Sheikh Tarik Bin Laden?? Ambassador Lalla Joumala Alaoui</p> <p>The development of the city by Middle East Development owned by Sheikh Tarek bin Laden. (Osama bin Laden's siblings own a major construction concern, headed by his brother Sheikh Tarek bin Laden, due to the credit crunch, they've seen their net worth fall from \$8.5 billion to \$7.2 billion, according to a new list of the world's richest Arabs by Dubai Sheikh Tarek was involved with the Moroccan reach-out to create Al Noor City in Morocco. His previous project was to build the world's longest suspension bridge, linking Africa with Arabia across the Bab al-Mandib (Gate of Tears), the strait connecting the Red Sea with the Gulf of Aden, at a cost of \$200 billion; he plans to construct two new cities, one at each end, as well.</p> <p><u>Considerations:</u> Is Sheikh Tarik welcomed in Morocco since he has</p>	<p>Country-specific reasons why this government would support an EC at this time?</p> <p>In the presence of King Mohammed VI, the Minister of Equipment and Transport, Aziz Rabaah, presented the strategy port of Morocco in 2030, with a total budget of 60 billion dirhams (\$ 7 billion).</p> <p>Morocco wants Ent. Cities to come with Fiscal and Economic solution or plan: need to find a developer and land lined up. Morocco needs to see who is going to pay.</p> <p>The Strategy 2030 is a national port development plan in port infrastructure that has set the government Abdellilah Benkirane, to assess the indicators for competitiveness and attractiveness of Morocco, for national and international industrial investors. It will implement new port structures as is the case for the Port Nador West Med, which the sovereign launched yesterday, Tuesday, December 4, and will radically restructure the existing ports, adapting to international quality standards and efficiencies. Before the King Mohammed VI, the Minister Aziz Rabbah said that this strategy is the government's response to a ""request for ports expressed by national and international economic partners. He said that ""the strategy objectives for 2030 for ports will</p>	<p>Communications Material</p> <ul style="list-style-type: none"> Economic Plan Document Summary of Project Bring Enterprise Cities material to present them to the Princess Bring Project materials, including books to give out, to present at meetings that will take place in the end of April. Find out who might be Developer <p>Articles & Resources</p> <ul style="list-style-type: none"> Morocco: End of an Era BBC news on Pasha Castle restoration (Jun 28, 2010) CNN on Hassan El Glaoui, artist son of Pasha (Jan 25, 2012): 	<p>2014</p> <p>Jan Feb March</p> <p>London—Early March 2014: Meeting with Princess Lalla Joumala Alaoui and follow up with Rebaah (contact in Anwar) and previous meetings with PM and Chief Advisor.</p> <p>April</p> <ul style="list-style-type: none"> SS has to be in Morocco between April 28th-29th. Set up meeting with Sheik Tarik by April. Organize a meeting for Sir Ronnie Grierson to introduce SS to the Pasha of Marrakesh. Get the Princess to follow up with meeting. Morocco Project may end not happening unless a favorable change after these meetings occurs. ICN meeting ... Trade Minister meeting called too late, rescheduled for June. <p>May June</p> <ul style="list-style-type: none"> June 9th → Trip to Morocco to meet with Trade Minister, Ben Anaur, Prime Minister, Minister of Equipment and Transport, Aziz Rabaah, and King's advisor <p>Prepare these Documents:</p> <ul style="list-style-type: none"> Economic Plan Document Summary of Project Bring Enterprise Cities material to present them to the Princess. Bring Project materials, including books to give out, to present at 	


Global Development

Digital Newsletters / Global Stakeholder Outreach

Creating video interviews, editing content, embedding videos in newsletters, creating website content and distributing it to important global stakeholder groups throughout 18 nations.



YouTube video player showing an interview with Shanker Singham. The video title is "Babson College - Babson Global - Interview with Shanker Singham". The video is from the "Enterprise Cities" channel, which has 18 subscribers. The video player shows a man in a suit speaking into a microphone.

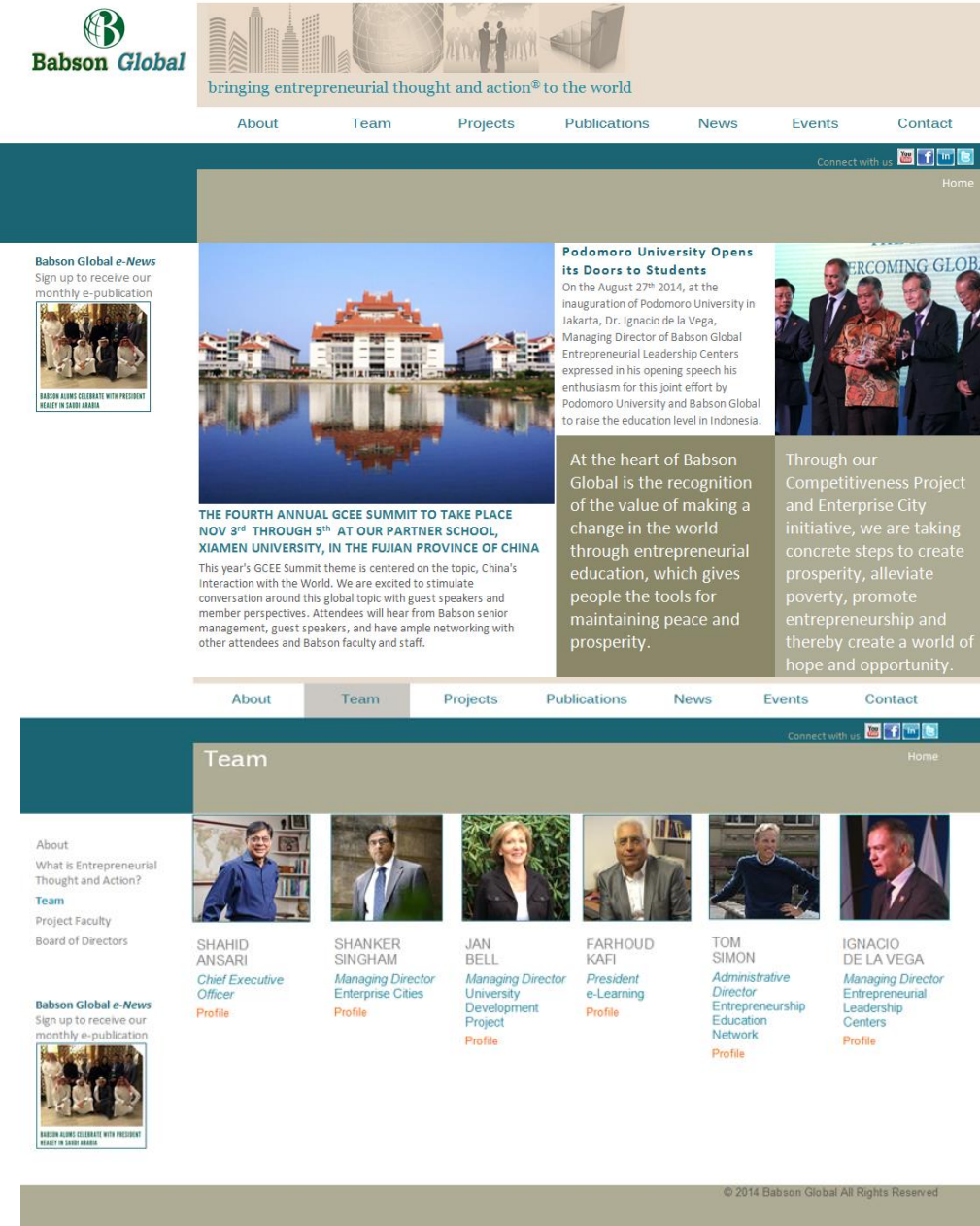


ENTERPRISE CITIES

What is an Enterprise City?

We envision a zone in the environs of a major city where the most competitive and progressive regulatory framework will be implemented that allows businesses to compete on the merits, based only on the quality of their ideas and hard work, and where their property rights are protected, in an open trading environment. This city is intended to have a new regulatory framework whose aim is to create true business competition which leads to the creation of prosperity and job opportunities for the local population. With a regulatory environment similar to Hong Kong and Dubai, an Enterprise City would attract enormous attention among international investors who are waiting for an opportunity to invest their substantial capital but will not do so without a sound, competitive regulatory framework that is open to trade and protects their investment. For any government, implementing this project with a leading US entrepreneurship educator, Babson Global, represents a great step in promoting excellent international relations.

For more information please go to www.enterprisecities.com



Babson Global website homepage. The header features the Babson Global logo and the tagline "bringing entrepreneurial thought and action® to the world". The navigation menu includes About, Team, Projects, Publications, News, Events, and Contact. The main content area is divided into several sections:

- Babson Global e-News:** Sign up to receive our monthly e-publication. Includes a small image of Babson alumni celebrating with President Reilly in Saudi Arabia.
- Podomoro University Opens its Doors to Students:** On the August 27th 2014, at the inauguration of Podomoro University in Jakarta, Dr. Ignacio de la Vega, Managing Director of Babson Global Entrepreneurial Leadership Centers expressed in his opening speech his enthusiasm for this joint effort by Podomoro University and Babson Global to raise the education level in Indonesia. Includes a large image of the university building.
- THE FOURTH ANNUAL GCEE SUMMIT TO TAKE PLACE NOV 3rd THROUGH 5th AT OUR PARTNER SCHOOL, XIAMEN UNIVERSITY, IN THE FUJIAN PROVINCE OF CHINA:** This year's GCEE Summit theme is centered on the topic, China's Interaction with the World. We are excited to stimulate conversation around this global topic with guest speakers and member perspectives. Attendees will hear from Babson senior management, guest speakers, and have ample networking with other attendees and Babson faculty and staff. Includes a small image of the summit.
- At the heart of Babson Global is the recognition of the value of making a change in the world through entrepreneurial education, which gives people the tools for maintaining peace and prosperity.**
- Through our Competitiveness Project and Enterprise City initiative, we are taking concrete steps to create prosperity, alleviate poverty, promote entrepreneurship and thereby create a world of hope and opportunity.**

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Global Development

Business Development for the E-Universities project

Creating communications, brochures and outreach material for Babson Global's business development project to implement Babson's leadership in entrepreneurship education on the first campus to include women in United Arab Emirates.

Work ...



Get your MBA while continuing to work

Get your MBA at NEWCO

Get your MBA while living in our new Economic City





Live ... work ... enjoy

Live ...




and enjoying family life

Get your MBA at NEWCO

Our Concept—"The Family MBA"
Enroll the Family in the MBA program at KAEC, where they will work, live, and play together.

Friday
Our concept envisions the family arriving in KAEC on Friday evening, and while the family settles in, the candidate attends a 2-hour project team meeting.

Saturday
While the candidate goes to class to learn in an experiential environment, their spouses and children will have the opportunity to enroll in an assortment of activities including:

For spouses

- Entrepreneurial instruction and hands on entrepreneurial projects
- Enrichment and sports classes
- English immersion classes
- Gym hours, tennis, swimming, jogging, home decorating
- Scuba diving, cigar appreciation
- Movies and golf

For Children

- Enrichment classes & projects in Entrepreneurship, English and Technology
- Camp Activities such as swimming, tennis, soccer, and arts and crafts

Special themed evenings will be offered when extended families are invited for dinner and a special program, such as an open-air play, comedy show, or a guest speaker.

Our Commitment to You
The rewards for obtaining an MBA are immense—from increasing your business acumen to career advancement to personal growth. Your MBA journey will make you more innovative, expand your opportunities, deepen network connections and create new family memories. Newco is committed to providing a quality education while enriching your family life.

Our program enables you to enrich your life, your family and the larger Saudi community

Learn and Play in Bay La Sun
After classes and studying, reward yourself by relaxing with your family in the fun-filled atmosphere of sparkling naturally preserved coastline and a pristine beachfront. Situated 100km north of Jeddah, Bay La Sun is centrally located among community and outdoor activities, restaurants, cafes, retail shopping, and health and medical clinics. All of this at your fingertips while being located next to the Red Sea.

Our Mission
The mission of the College is to educate entrepreneurial leaders who can recognize and shape opportunities. Graduates of the College will be capable of producing economic and social value wherever they work: as employees in large or small businesses, as leaders of government, social or philanthropic organizations, as founders of new businesses, or as the next generation of management creating new value for their family-owned and operated enterprises.