

Schulich School of Business

# GLOBAL LEADERSHIP PROGRAM

## Market Entry Strategies for the 21<sup>st</sup> Century

Supported by RBC Financial Group

Want to succeed in markets outside North America but:

- > Lack the knowledge?
- > Don't have a local network there?
- > Think the cost of developing a market entry strategy is too high?

Your company could be a candidate for the Global Leadership Program offered by the Schulich School of Business with financial support from RBC Financial Group.

### WHAT WE DO

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Each year the Global Leadership Program (GLP) helps Canadian companies looking for a strategy to gain entry into a foreign market. A select group of Schulich MBA students under the supervision of the School's experienced faculty are matched with another group of MBA students from one of our partner institutions in the target market or country to develop a tailored market entry strategy for the candidate company.

# GLOBAL LEADERSHIP PROGRAM

## WHO WE ARE

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The GLP started with a partnership between the Schulich School of Business, the Wharton School at the University of Pennsylvania and the Recanati School at Tel Aviv University to explore the entry of Israeli start ups into the North American market. Schulich's preeminent position in the field of international business and its partnerships with 87 schools in 45 countries have been the catalysts for the program's success. To date, the GLP has helped companies successfully enter international markets as diverse as Israel, Mexico, Denmark, Sweden, Argentina, India, Thailand, Malaysia, and the USA. Now in its 25<sup>th</sup> year, the contribution from RBC Financial Group allows us to expand the program to more countries.

## HOW IT WORKS

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- > Companies obtain a cost-effective, detailed strategic and tactical plan for launching their product or service into a foreign market.
- > The cost of the program is subsidized by Schulich and the RBC Financial Group. Company costs are limited to airfares/travel, accommodations and limited research costs and out-of-pocket expenses.
- > Your company will benefit from the focused attention of two teams – one in Canada and one in the target market dedicated to your project under the supervision of a team of Schulich professors.
- > Your team includes on-the-ground resources in the target market, bringing local expertise, networks, business contacts and local resources to support the implementation of your strategy.

## HOW LONG IT TAKES

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After a company has signed on to participate, the process leading to the delivery of final conclusions and recommendations takes approximately five months. You will not be stuck waiting while windows of opportunity close.

## WHO CAN APPLY

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- > For the coming year, a limited number of spaces for projects are still available.
- > Any industry or service is potentially eligible, including small and medium-scale business.

### For further information or to apply, contact:

Dr. Lorna Wright, EDC Professor of International Business, Schulich School of Business  
lwright@schulich.yorku.ca | (416) 736-2100 x 77997

## Canada's Top-Ranked Business School

**Schulich MBA: #1 IN CANADA** (*The Economist, Forbes, CNN Expansión, América Economía, eFinancialCareers.com*)

**#1 IN THE WORLD** (*Corporate Knights*)

**Kellogg-Schulich Executive MBA: #1 IN CANADA** (*Financial Times, The Economist*)

Schulich School of Business, Seymour Schulich Building, York University  
4700 Keele Street, Toronto, Ontario M3J 1P3 (416) 736-5060



[schulich.yorku.ca](http://schulich.yorku.ca)