



## NEWS RELEASE

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### **DAVENPORT UNIVERSITY'S IPEX INTRODUCES INTERNATIONAL BUSINESS EXPERIENCE**

*Eight-day program to help emerging business leaders increase their cultural competence*

**GRAND RAPIDS, Mich., Dec. 29, 2016** – In today's increasingly global marketplace, it is clear that cultural competence is necessary for business success. To successfully connect products or services with foreign buyers, a leader with international business experience is essential. To help jump-start this competence for emerging business leaders, the Institute for Professional Excellence (IPEX) at Davenport University is excited to announce the International Business Experience, an eight-day program helping participants gain first-hand experience that can be applied immediately in the workplace.

"Even if you have always considered yourself to be open minded, immersing yourself in another culture reveals the unconscious biases and assumptions you didn't even know you had," said Dr. Frank Novakowski of Davenport's Donald W. Maine College of Business. "Business leaders who develop the ability to effectively communicate with and relate to other professionals in different cultural contexts will be better equipped to create opportunities."

The International Business Experience, led by Dr. Novakowski, will take a cohort of emerging business leaders to the Czech Republic, a gateway to both central and western European markets. Through this experience, participants will be exposed to a number of globally successful companies operating in the Czech Republic, such as Merck, Pfizer, Amazon, Honeywell, GE Aviation, and Škoda (now a subsidiary of VW Group).

This International Business Experience begins June 9, 2017, with program fee covering airfare, single occupancy accommodations, meals, transportation, corporate visits, professional networking events, and cultural and historical tours. For more information, visit [www.davenport.edu/IBE](http://www.davenport.edu/IBE) or call 616-233-2581.

#### **About the Institute for Professional Excellence**

The corporate training extension of Davenport University, IPEX is a leader in providing professional development and certification programs in Michigan, across the U.S. and internationally. Offering both credit and non-credit courses on a wide range of business and interpersonal subjects, IPEX also provides professional certification exam prep training. IPEX works with many corporations to provide their in-house training programs and also provides courses that are open to anyone. More information is available at [www.davenport.edu/ipex](http://www.davenport.edu/ipex).

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