

## CV - PERSONAL PROFILE

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**NAME:** Alfons VAN DUIJVENBODE  
**ADDRESS:** Waterigeweg 16, 3703 CN Zeist, The Netherlands  
**DATE OF BIRTH:** September 25<sup>th</sup>, 1963  
**NATIONALITY:** Dutch  
**CIVIL STATUS:** Married  
**E-MAIL:** [alfons@idconsultancy.nl](mailto:alfons@idconsultancy.nl)  
**TELEPHONE:** +31 6 212 912 73



### SUMMARY

- Masters degree in international development studies and international economic relations.
- More than 19 years professional experience as a consultant and trainer in the field of international development, trade promotion and international marketing management, in more than 35 countries
- More than 5 years general manager of webdevelopment company
- Core competence: webbased export promotion, market research and market information services, training programmes and training skills

### EDUCATIONAL BACKGROUND

- 2004 : Training in Active Learning Techniques.  
2000 : Training in e-Commerce practical issues.  
2000 : Training in case-based learning.  
1997 : Training in organisation assessment.  
1997 : Training in negotiation skills.  
1996 : Training in cross-cultural management.  
1995 : Follow-up training in Objective Oriented Project Planning.  
1994 : Training in Objective Oriented Project Planning.  
1990 : Export Marketing Management; Certificate.  
1989 : M.A. Human Geography of Developing Countries (International Development Studies), State University of Utrecht, The Netherlands.  
1988 : Policy and Management Studies, Centre for Policy and Management, State University of Utrecht, The Netherlands.  
1988 : Public Relations and Mass Communication, Department of Public Relations and Mass Communication, State University of Utrecht, The Netherlands.  
1987 : International Economic Relations, Economic Institute of the Faculty of Law, State University of Utrecht, The Netherlands (major subject: Trade between rich and poor countries).  
1984 : B.A. Human Geography, State University of Utrecht, The Netherlands (major subjects: Economics and Cultural Anthropology).

### LANGUAGE SKILLS (competence on a scale of 1 to 5: 1-excellent, 5- basic)

<i>Language</i>	<b>Reading</b>	<b>Speaking</b>	<b>Writing</b>
<u>Dutch</u>	<u>1</u>	<u>1</u>	<u>1</u>
<u>English</u>	<u>1</u>	<u>1</u>	<u>1</u>

<u>German</u>	<u>3</u>	<u>3</u>	<u>3</u>
<u>French</u>	<u>3</u>	<u>3</u>	<u>3</u>
<u>Indonesian / Malay</u>	<u>3</u>	<u>3</u>	<u>3</u>

### **PROFESSIONAL CAREER**

- 1996 - present **Managing consultant** of *iD Consultancy*, an independent consultancy firm on international development with core competence training on international marketing management, (webbased) trade promotion and trade information services.
- 1999 - 2004 **Founding partner and manager** of *LinkTank*, a company active in webdevelopment and e-business applications.
- 1996 - 1998 **Project manager** *Novib* (Netherlands Organisation for International Development Assistance), Southeast Asia desk. Responsible for:
- Portfolio of development projects in Thailand and Burma (annual budget US\$ 2 mn).
  - Co-ordination of economic projects in the Southeast Asian region.
  - Working group on Change Management inside Novib
- 1990 - 1996 **Founding partner and manager** of *ProFound – Advisers in development*, a consultancy firm based in The Netherlands, rendering advisory services to private, bilateral and multilateral development agencies.
- 1990 **Project Manager** at the Municipality of Amsterdam (*Stadsdeel Noord*), The Netherlands. Contributing to Management of Change and the development of planning and monitoring instruments
- 1989/1990 **Project Manager** at the Municipality of Nieuwegein, The Netherlands. Involved in policy innovation, including issues as:
- Management of Change;
  - Design and implementation of management tools;
  - Management and motivation training for staff.
- 1989 **Project Manager** at STOGO, a consultancy firm in Utrecht, The Netherlands, engaged in socio-economic research; Heading a team of researchers.
- 1988 **Trainee** at the Ministry of Foreign Affairs, The Hague, The Netherlands; Directorate General International Co-operation, Direction International Organisations, Bureau of Economic Affairs and Regional Commissions (DGIS/DIO/ER), on UNIDO related issues
- 1986/1987 **Researcher**; Field-research in Pahang (Malaysia), on rural development and the position and economic- and socio-cultural implications of international tourism. Case studies: 'Handicraft Industry in the State of Pahang, Malaysia; an appraisal and evaluation' (assignment by the Socio-Economic Research Unit of Malaysia)

### **PROFESSIONAL QUALIFICATIONS**

- Senior trainer and consultant on international marketing management, trade promotion, marketing and business planning, market research and market information services and systems for organisations in emerging economies

### **INTERNATIONAL PROFESSIONAL EXPERIENCE**

<b>Africa</b>	<b>Asia</b>	<b>Latin America</b>	<b>Eastern Europe</b>
Egypt	Bangladesh	Bolivia	Bosnia & Herzegovina
Ethiopia	Burma	Brazil	Bulgaria
Ghana	India	Costa Rica	Romania

Kenya	Indonesia	Cuba	Russia
Namibia	Malaysia	Ecuador	
Senegal	Nepal	El Salvador	
South Africa	Pakistan	Guatemala	
Tanzania	Philippines	Mexico	
Uganda	Sri Lanka	Trinidad & Tobago	
Zambia	Thailand	Venezuela	
Zimbabwe	Vietnam		

### **SELECTION OF RELEVANT ASSIGNMENTS IN PAST 5 YEARS**

<b>Year</b>	<b>Country/region</b>	<b>Description</b>
2009	Vietnam	<b>Coach</b> to local trainers with the development of a training program on state-of-the art trade information services (UNCTAD/ITC)
2009	Philippines	<b>Coach</b> to local experts with the development of sector export marketing strategies and plans for the creative sectors (CBI)
2009	Philippines, Bolivia	<b>Consultancy</b> to business support organisations on use of social media for webbased export promotion (CBI)
2008-2009	The Netherlands	<b>Strategic Advisor</b> to Centre for the Promotion of Imports (CBI), to set-up a Knowledge Centre, <b>develop a new strategy and innovate the market information and training services</b>
2006-2009	Ecuador, Latin America	<b>Development of – and trainer in - a best practice seminar</b> on trade information services in Latin America (CBI)
2000-2009	Africa, Asia, Latin America, Europe	<b>Founder of CBI’s MARKET INTEL seminars and workshops, coach and facilitator</b> in more than 15 such workshops and seminars for business supporters and exporters (CBI, UNCTAD/ITC)
2000-2008	Africa, Asia, Latin America, Europe	<b>Founder of CBI’s FAME training concept, coach and facilitator</b> in more than 40 workshops and seminars on <b>Export Marketing Management</b> for business supporters and exporters (CBI, IFAT, Twynstra Gudde)
2006–2009	Bolivia, Ecuador, Romania, Philippines, Sri Lanka, East African Community	<b>Consultancy and training for the development of a webbased market information system</b> for CORPEI in Ecuador, Department of Foreign Trade in Romania, IBCE, Bolivia, Philexport Cebu in the Philippines, Ceylon Chamber of Commerce in Sri Lanka, and BET, EPC and UEPB in EAC. Various missions, including needs assessment, stakeholder mapping, strategy development, the development of a functional design for an exporters portal, (foreign importers portal and investors portal in Ecuador), as well as capacity building on market research, development of value added services and alerting systems, and preparation of market briefs and concise articles (CBI and UNCTAD/ITC)
2005-2009	East Africa, Senegal, Philippines	<b>Trainer and Coach in Export Marketing and Management</b> programmes for <b>Local Experts</b> , focusing on market research and market access barriers, and supporting the development of Sector Export Marketing Plans (CBI)
2005-2009	Ecuador, Kenya, Philippines, Tanzania, Uganda, Vietnam, Bolivia	<b>Trainer and coach on Webbased market research and Website promotion</b> for (prospective) exporters, consultants and business support organisations. Altogether more than 250 people trained (CBI).

2003-2004	El Salvador	<b>Development and co-ordination of- and senior trainer in – an Export Marketing and Management training for Local Experts</b> (series of 8 sessions) (CBI)
2002-2008	The Netherlands	Development of an <b>interactive export readiness checker, export marketing plan document builder, and research action plan tool</b> for exporters and business supporters, on behalf of CBI
2000-2008	The Netherlands	<b>Coordinator, export marketing planning coach and senior trainer in Export Marketing Management</b> seminars (EXPRO) for entrepreneurs in handicraft, home and garden decoration, stationery, (organic) food and natural ingredients sectors (CBI)
2000-2006	The Netherlands, East Africa	<b>Training and programme development</b> for a seminar for <b>Commercial Attaches</b> from multiple developing countries, as well as a series dedicated to East African Commercial Attaches.

### **PUBLICATIONS AND E-TOOLS**

2009	Export marketing planner – revised manual, both printed and as webbased document builder
2004-2008	“Your guide to market research” (CBI market research manual, co-editor)
2008	Research Action Planner – webbased tool (research document builder)
2007	“BSO market information services”, series of 4 articles in CBI’s News Bulletin
2004	Export marketing plan builder – webbased document builder
1997-2004	Syllabus articles on international marketing management for CBI, incl. market research, promotional tools, trade barriers, distribution channels, trade partner management, EU market developments, HACCP in the food industry, trade promotion in new millennium
2003	‘e-business’; series of 4 articles on e-business in the CBI’s News Bulletin
2002	Export readiness checker – webbased self-assessment tool
1999	‘Exporting to European Union : Challenges demand a strategic approach’, CBI manual
1993 & 96	‘Exporting to the European Union: The Netherlands as the gateway to Europe’
1996	‘Sustainable tourism: Where are the donor organisations?’, article in Inzet (April ’96),
1996	‘Lomé IV; the EU preferential regime for ACP countries; untapped opportunities’, article in the CBI News Bulletin (April 1996)