

**HOSTED JOINTLY BY**


IBA Center for Executive Education (CEE), Karachi




# DOING BUSINESS IN NORTH AMERICA

Expand Beyond Borders. Compete Globally

**4-Days** Executive Business Expansion Program

 Tuesday–Thursday,  
August 04 – 06, 2026

 City Campus, IBA Karachi



For forward-looking Pakistani businesses, sustainable growth increasingly lies beyond domestic borders. Competing globally is no longer a distant aspiration, it is a strategic necessity.

The United States and Canada remain among the world's most sophisticated, transparent, and capital-intensive markets. They offer scale, institutional stability, deep investor ecosystems, and mature consumer demand. However, successful entry into North America requires far more than a strong product or entrepreneurial drive. It demands regulatory clarity, structured incorporation, cross-border financial planning, tax awareness, enterprise-grade positioning, and access to credible business networks.

IBA Karachi, in collaboration with OPEN Global, presents a comprehensive four-day executive program designed to equip Pakistani entrepreneurs and business leaders with the frameworks, discipline, and connections required to enter, structure, partner, and scale in North America with confidence.

This is not a theoretical seminar. It is a practical, execution-focused platform that bridges strategy with real-world market access.

## **WHY PAKISTANI BUSINESSES SHOULD ATTEND**

- Diversify revenue beyond Pakistan.
- Hedge currency and economic risk.
- Access diaspora-led distribution channels.
- Position your brand internationally.
- Attract North American capital.
- Build global credibility.

This is a structured pathway, from Pakistan to North America.

## **WHO SHOULD ATTEND?**

- CEOs and Founders
- Family Business Owners
- Startups
- Exporters & Manufacturers
- Tech Entrepreneurs & SaaS Founders
- Senior Executives planning North American expansions.

If you are serious about scaling beyond Pakistan, this program is designed for you.

# WHAT YOU WILL GAIN?

Key Advantage	What It Means for You
Market Entry Clarity	Understand exactly how to structure your business for the US and Canadian markets – legally, commercially, and operationally.
Compliance Confidence	Navigate incorporation, taxation, regulatory frameworks, and documentation with precision and reduced risk exposure.
Financial Structuring	Build a realistic three-year expansion model grounded in cross-border financial realities and scalable growth assumptions.
Sales & Branding Alignment	Position your company to meet North American buyer expectations, enterprise standards, and cultural nuances.
Real Market Exposure	Showcase your business in a structured Business Expo and connect directly with diaspora investors and global business leaders.
Global Network Access	Receive access to OPEN Global ecosystem events, special access consideration to the Silicon Valley Global Retreat (typically held in November), and participation opportunities in OPEN Chapter events conducted year-round across global markets.

# PROGRAM HIGHLIGHTS

Day	Venue	Theme	Focus Areas	Participant Outcome
Day 1	Karachi	Structuring Entry the Right Way	<ul style="list-style-type: none"> <li>• US vs Canada market dynamics</li> <li>• Legal incorporation pathways</li> <li>• Compliance architecture</li> <li>• Entry strategy lab</li> </ul>	Clear & structured North America Market Entry Blueprint
Day 2	Karachi	Building Financial & Capital Readiness	<ul style="list-style-type: none"> <li>• Cross-border banking systems</li> <li>• Taxation fundamentals</li> <li>• Capital access strategies</li> <li>• Financial modelling workshop</li> </ul>	Practical 3-year expansion financial model
Day 3	Karachi	Winning Customers & Executing Strategy	<ul style="list-style-type: none"> <li>• Sales architecture</li> <li>• Brand positioning</li> <li>• Mobility considerations</li> <li>• Capstone strategy validation</li> </ul>	Refined, investor-ready go-to-market strategy
Day 4	Silicon Valley	Business Expo & Market Access Forum	<ul style="list-style-type: none"> <li>• Company showcase pavilion</li> <li>• Structured diaspora pitching</li> <li>• Commercial feedback sessions</li> </ul>	Direct market visibility & structured follow-up pipeline

# **ABOUT IBA CENTER FOR EXECUTIVE EDUCATION (CEE)**

The Center for Executive Education is the executive learning arm of the IBA Karachi, one of Pakistan's most respected academic institutions established in 1955.

CEE delivers high-impact executive programs in leadership, strategy, corporate governance, ESG, finance, digital transformation, and entrepreneurship, serving senior executives, board members, and business leaders across Pakistan.

With a strong blend of academic rigor and practitioner insight, CEE bridges academia and industry, equipping leaders with structured thinking, governance discipline, and practical execution capability for a global business environment.

## **ABOUT OPEN GLOBAL**

OPEN Global is one of the world's leading networks of Pakistani entrepreneurs and professionals, established to connect, support, and scale high-impact businesses across international markets. With chapters across North America, Europe, the Middle East, and Asia, OPEN Global serves as a bridge between diaspora expertise and emerging market opportunity. Its ecosystem includes founders, venture capitalists, corporate leaders, technologists, and investors who actively mentor, fund, and collaborate with growth-oriented businesses. Through global conferences, investor forums, mentorship programs, and curated networking platforms, OPEN Global enables cross-border partnerships and accelerates international expansion for entrepreneurs worldwide.

## **ABOUT OPEN KARACHI CHAPTER**

OPEN Karachi operates as the Pakistan-based extension of OPEN Global, connecting local entrepreneurs with global diaspora networks. The chapter focuses on building a structured ecosystem that supports startups, family businesses, SMEs, and growth-stage enterprises through mentorship, thought leadership events, sectoral forums, and investor engagement platforms. OPEN Karachi serves as a gateway for Pakistani businesses seeking international exposure, partnerships, and capital access. By aligning local entrepreneurial energy with global expertise, the chapter plays a strategic role in strengthening Pakistan's innovation and business expansion landscape.

# GLOBAL DIVERSITY MARKETING, USA

GDM USA joins this initiative as a Knowledge Partner, bringing strong diaspora engagement and cross-border business visibility. With an active presence across North America, GDM US connects entrepreneurs, investors, and business leaders through curated forums, digital platforms, and global networking initiatives.

As Knowledge Partner, GDM US will support thought leadership positioning, ecosystem outreach, and enhanced global visibility for participating businesses, strengthening the bridge between Pakistan's entrepreneurial landscape and North America's opportunity corridors.

## WHY THIS COLLABORATION MATTERS

IBA Karachi brings institutional credibility, academic rigor, and structured executive frameworks.

OPEN Global brings a powerful diaspora network across North America and Europe, Middle East and Pakistan, connecting entrepreneurs, investors, and business leaders.

Together, this program creates a direct bridge between Pakistani ambition and North American opportunity.

## PROGRAM FEE



**USD 2,000 /participant (Plus Tax)**

The fee includes:

- Full 3-day executive program in Karachi delivered by IBA, Karachi
- One-year Charter Member subscription of OPEN Karachi
- Access to OPEN Global events held year-round across international chapters.
- Special access pathway and Business Expo participation opportunity at the Silicon Valley Global Retreat (usually held in November every year).
- Joint Executive Certification from IBA Karachi × OPEN Global × GDM, USA

### **Important Note:**

The program fee covers the three-day workshop in Karachi and associated OPEN Karachi membership benefits. It does not include Silicon Valley Expo participation fees, travel, visa, accommodation, or related international expenses.



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