

The 39 Country Initiative and AIB: An Update

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In a recent *AIB Newsletter* (Vol. 21, No. 2, 2015), then AIB president Nakiye Boyacigiller introduced the *39 Country Initiative* (39CI), expressed AIB's support, and called on the membership to get involved. In this follow-up, we provide more information on the 39CI to help our community gain better understanding. We also report on the exciting progress which has been made thus far.

Established in 2010, the 39CI aims to contribute toward poverty reduction by helping improve business education in the least-developed countries (there were 39 countries in mid-2010 that had per capita income of less than US \$2000/year). If the managers and entrepreneurs trained by local universities can make more sound business decisions, failures should decline and prosperity increase. A major challenge, however, is the dire shortage of educational materials. The 39CI strives to mitigate this challenge by promoting a business school-to-business-school model where those of us in wealthy countries help those in the world's poorest countries. Ivey Publishing – the world's second largest producer and distributor of business cases – is providing university students and professors in the 39 countries free access to its collection of cases, technical notes, and Ivey Business Journal articles. Over 2,000 professors from the 39 eligible countries have now registered and are receiving unlimited access to the vast collection.

If you are teaching in any of the eligible countries, you can use the Ivey Publishing content for free there. The 39 countries eligible to participate are: Afghanistan, Bangladesh, Benin, Burkina Faso, Burundi, Cambodia, Central African Republic, Chad, Comoros, Democratic Republic of the Congo, Cote d'Ivoire, Eritrea, Ethiopia, The Gambia, Ghana, Guinea, Guinea-Bissau, Haiti, Kenya, Liberia, Lesotho, Madagascar, Malawi, Mali, Mozambique, Myanmar, Nepal, Niger, Rwanda, Sao Tome and Princi-



Paul Beamish and team prepare a shipment for Ghana in November 2014 (photo used by permission from Ivey Business School's website)

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pe, Senegal, Sierra Leone, Somalia, Tajikistan, Tanzania, Togo, Uganda, Zambia, and Zimbabwe.

Cognizant of the challenges of paying the costs to print electronic materials, the 39CI is also asking institutions to collect educational material for eventual container shipment to a business school in one of the 39 countries. To date, the initiative has shipped over 40 tons of current educational material to business schools in Ethiopia, Ghana, and Kenya. Also, as part of the 39CI, the University of Queensland has already collected a 20-foot container of books for eventual shipment to a business school in Rwanda. We hope to

see more such partnerships being forged, and we have been witnessing encouraging developments. Over the last few months, the 39CI has grown dramatically to include book collection nodes/hubs spread across 16 different cities, six countries, and four continents. Nonetheless, we have yet a long way to go, and can only get there with your help. Please visit the website <http://www.ivey.uwo.ca/engaging/39-country-initiative/> to learn more about the initiative. For any 39CI related inquiries and/or to explore ways for you to be involved, please contact us at ygetachew@ivey.ca or pbeamish@ivey.uwo.ca.

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