



NEWSLETTER 1/2026

From Exposure to Impact: Rwandan Entrepreneurs Draw Lessons in Excellence from Switzerland



In April 2026, I had the privilege of joining a group of 20+ entrepreneurs from Rwanda on an inspiration study trip to Switzerland, organized by Business Professionals Network. The purpose of this trip was clear: to expose entrepreneurs to world-class systems, innovation, and leadership practices that can inspire and elevate their businesses back home.

Why Switzerland? Because it stands as a global benchmark for quality, precision, sustainability, and strong vocational systems. From small family-owned enterprises to global brands, Switzerland demonstrates how excellence is built through consistency, innovation, and a deep commitment to long-term thinking.

When we left Rwanda for Switzerland, it was more than a study trip organized by BPN. It was an intentional step into a different way of thinking, leading, and building businesses.

Switzerland was not chosen by chance. It represents something BPN deeply believes in; that sustainable businesses are built on quality, systems, and people. From the very beginning, the question was not just "What will we see?" but "What will we become after this experience?"

As a business coach accompanying this group, I didn't just observe businesses, I observed mindsets shifting at different places we visited.

At **Blumer & Lehmann**, a woodworking factory, we stood in front of its structures built with precision and purpose where wood, as natural resource, transformed into world-class infrastructure through innovation and discipline. It was a powerful reminder that what we often consider "simple" can become extraordinary when excellence is applied consistently.

Then came the sweetness of **Läderach** (family run Swiss chocolate factory), but beyond the taste was a deeper lesson. Every piece of chocolate reflected craftsmanship, attention to detail, and pride in quality. It challenged us to think: 'are we putting that same level of care, professionalism into what we offer to our customers?'

At **Bern University of Applied Sciences**, we saw a system that prepares people not just to graduate, but to contribute. A system where learning is practical (dual system and apprenticeship), relevant, and directly connected to the economy.



It sparked important reflections about how we build talent within our own businesses/companies are we offering internship to our young people looking for career and professional development.

The visit at **Omega** and **Swatch Museum** was like walking through time where tradition meets innovation. It showed us that great brands are not built overnight; they are built through consistency, storytelling, and the courage to evolve.

But perhaps the most powerful moments were not only in what we visited, but in the conversations we had.

In our exchange with BPN CEO **Willi Helbling**, we were reminded why BPN exists: to develop entrepreneurs who don't just run businesses, but who build institutions that create jobs and transform economies.

The discussion at **Isolutions** with Josua Regez pushed us to think about the future about innovation, adaptability, and staying relevant in a changing world with AI. During the leadership workshop with Urs Stauffer, BPN leadership expert and owner of **Introspecto**, something shifted whereby entrepreneurs paused not to work in their businesses, but to reflect on themselves. Their personalities, their leadership styles, their blind spots, their potential. As a coach, this is where real transformation begins. We also witnessed excellence in other places

At **Smith & Nephew** and **REGA Air Rescue**, we saw how systems, precision, and purpose can literally save lives. It was a powerful illustration that behind every high-performing organization is discipline, clarity, and strong values. And in between all these structured visits, there were human moments; shared meals, laughter, honest conversations, and reflection. Whether during lunch with different experts, or when standing at the top of Stockhorn Mountain, looking out over breathtaking landscapes, there was a growing awareness: we are capable of building more.

At BPN, we believe that exposure without application has no value. This trip was not the destination it was a catalyst. The real work begins now. The key learning we carry forward is simple yet demanding: **'Excellence is intentional, built through systems, sustained through discipline and led by people who are willing to grow.'**

For every entrepreneur on this journey, the next steps are clear:

- How do I bring this level of quality into my business?
- What systems must I build to grow sustainably?
- Who must I become as a leader to make this possible?

Because transformation does not happen in Switzerland, it happens when we return and choose to do things differently.

As a coach, I left with one strong conviction: **the gap between where BPN entrepreneurs are and where they can be is not a lack of potential it is a matter of exposure, mindset, and execution.**

And that is exactly what BPN is here to unlock.



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Upcoming Seminars

Kigali - Business Academy

- ✓ Dynamic Communication
25th - 26th July
- ✓ Sales & Branding
22nd - 23rd July
- ✓ Personal Branding
31st July
- ✓ Marketing
24th - 28th August
- ✓ Conflict Resolution
15th - 16th September

BPN: Your partner in business growth

Are you ready to take your business to the next level? Join the BPN community today and gain access to resources, support, and growth opportunities that will help you thrive.

At BPN Rwanda, we believe that entrepreneurship is a powerful catalyst for economic development. Our mission extends beyond business growth; we are committed to developing ethical, visionary leaders who build sustainable companies that stand the test of time. We partner with entrepreneurs to help them refine their business models, grow their teams, and navigate the complexities of the market.



We are committed to being your partner at every stage of your business journey. BPN's ongoing support is designed to help you reflect, adjust, and scale your business. Together, we can overcome challenges and seize opportunities for growth.

Stay tuned for our next edition, and let's keep pushing boundaries together.

