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Augment Your Nigerian Parliament with the Cambridge Masterclass

Prepared for [SPEAKER'S NAME]

By Michael Worthington - Managing Director, Cambridge Masterclass

- A 3-day Policy Strategy Workshop at Cambridge University for Nigerian MPs
- Experience UK Lawmaking at the Houses of Parliament in London
- Personally Connect with UK Politicians and Build Friendships
- Shake Hands And Be Photographed with British MPs and Academics

[COVER PAGE IMAGERY]

----- page 2 - Hook, benefits and offer -----

Congratulations on the APC's 2019 election victories! You're now at a pivotal moment in your nation's history.

Nigeria has plentiful resources and a dynamic population - but the challenges you face are very real.

We invite your ruling Nigerian MPs to attend Cambridge Masterclass - a bespoke experience in the UK for politicians from selected high-potential nations.

Boosting Your Influence at Home with British Expertise and Connections

To make your next four years in government a shining success, you'll need to:

- Cement your power as the governing party
- Enhance the personal respect and approval your MPs receive - from allies, rivals and voters
- Show your citizens proof of real progress and change in Nigeria

We help you do this, with a custom-made trip for your MPs to the University of Cambridge and the Houses of Parliament in London.

Your MPs will learn the latest cutting-edge industrial policy and decision-making tools in a 3-day workshop taught by Cambridge experts.

You'll network with UK politicians at the Houses of Parliament, experience UK lawmaking first-hand, and forge personal connections with British MPs.

You'll receive photos and video of your time here. The friendships your MPs build with their British counterparts will open doors to exciting new partnerships - in business and politics.

It's the perfect chance to show your citizens just how serious you are about bringing world-class policy-making home to Nigeria.

Growth, Progress and Prosperity - or Stagnation and Instability?

The start of a second term marks a key crossroads for a government. Decisions taken now have out-sized impacts further down the line.

It's important that you apply the very best policy-making to get things right early on.

You will also need to quickly build popular support from a public who are hungry for change.

As returning MPs, you need to be seen making real progress - from the start.

Making the Right Moves

Take the example of Rwanda's Paul Kagame, who transformed his country over the course of a few short years. The key to his success? Learning all he could from world-leading experts in economic policy.

He and his ministers sought out the best of the best, and brought home the tools needed to transform their country. Thanks to his efforts, Kagame's Rwanda is now one of the most stable African nations - and its economy grows healthily every year.

Avoiding Stagnation

On the other hand... complacency at the start of a new term is risky. Many promising nations have thrown their advantages away through unwise policy-making.

We're all too aware of the countries that just didn't "get there"... those who sank further into poverty and turmoil - those whom history will judge as failures.

Nigeria has huge potential - plentiful oil resources, a young and educated workforce, and strong long-term demographics.

The next move is yours. By bringing home the best-in-class industrial policy and political know-how, you'll give your nation a critical advantage, and be seen as the champions of progress.

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The Cambridge Masterclass Experience

Learn at Cambridge With the British Government's Closest Advisors

We'll fly your Nigerian MPs to Cambridge for an immersive three-day workshop with Cambridge University's leading experts in industrial policy: Dr. Carlos Lopez-Gomez and Dr. David Leal.

The workshop will cover political strategy, economic decision-making and industrial policy. Your MPs will gain exposure to Cambridge's cutting-edge policy tools and best practices, taught by the UK's leading experts - the advisors who guide UK economic policy on a daily basis.

MPs will receive certificates of accomplishment at Cambridge University. Photos will be taken with the Cambridge academics at the prestigious King's college.

Experience Westminster - The Seat of UK Power

After the in-depth learning is done, it's time for a taste of UK governance.

Limousines will bring your MPs to the London Westminster Houses of Parliament in style. MPs will receive an exclusive tour of the House of Commons, and directly experience UK lawmaking in action.

Through our policy links with the UK government, we've arranged for your MPs to network and meet-and-greet with British politicians.

Your MPs will have the rare chance to build relationships and connections with members of the ruling British Conservative Party.

Our photography team will record the warm memories in HD video, and take photos of the new friendships and handshakes between Nigerian and British MPs.

About Cambridge Masterclass

Our Mission: To help rising-star developing nations achieve their potential, by connecting them to the world-class economic know-how and political capital of the west.

We are a collection of leading policy experts from Cambridge University and London. We bring years of economic expertise and international best practice, combined with a strong understanding of “how things are done” in Nigeria and other developing nations.

Our Past Projects

How We Advise Leading Governments and Institutions...

The UK Government. We have conducted multiple consulting engagements with British government departments. Recent projects include:

1) Developing the UK’s Industrial Capabilities (ongoing) - the Department for Business, Energy and Industrial Strategy commissioned us to study how best to enhance domestic supply chains for small businesses. We analysed the most effective international approaches, and produced key insights that will enable the UK to boost industrial productivity and effectiveness.

2) The Practical Impact of Digital Manufacturing - The UK Innovation Agency commissioned us to estimate the impact of digital technologies on the UK manufacturing sector. We collected and analysed data from multiple countries, and distilled the key findings for the Innovation Agency, enabling British policy-makers to more clearly see where the UK can genuinely get ahead of its competitors.

Our engagements with the UK government are ongoing, and we meet regularly with British members of parliament to present our research and policy recommendations.

Singapore - Bespoke Training for Government Officials. The Intellectual Property Office of Singapore (IPOS) engaged us to remedy a significant weakness in their innovation management capabilities. We trained their IPOS officers in industry trends analysis and strategic roadmapping, based on our latest research at Cambridge University. We gave them first-hand experience of our cutting-edge analytic tools, and taught them how to convey the benefits of this new approach to other key government departments.

The United Nations - Advanced Manufacturing Trends. The UN Industrial Development Organization asked us to identify emerging trends in global advanced manufacturing. Our report illustrated how advanced manufacturing in developed countries such as the USA, UK, Japan and Germany is impacted by government policy. Our research and analysis identified two crucial areas where policy can best be leveraged: the engineering of better production technologies, and the establishment of more responsive supply chains.

How We Help the World's Developing Nations...

-Indonesia - Surfing The Wave of Disruption. Much like Nigeria, Indonesia is an emerging market economy with vast potential. The Asian Development Bank engaged us to gain clarity on the impact of the next generation of disruptive technologies in Indonesia, with a view to maintaining sustainable growth. We conducted a study of the Indonesian economy, and a deep analysis of the economic sectors exposed to technological disruption. Our flagship report for the Indonesian government presented the challenges and opportunities for Indonesian firms, and a catalogue of policy options.

-Trinidad and Tobago - Designing National Centers of Excellence. The government was anxious to reduce dependence on oil and gas revenue, and diversify its economy. They engaged us to identify potential high-growth industries, and a path to future prosperity. Through extensive consultation, analysis and research, we identified the key paths for the nation's sustainable growth, and how they can be exploited via targeted investment in Centers of Excellence.

-Mexico - Industrial Competitiveness. As a developing country adjacent to the hugely prosperous USA, Mexico is uniquely primed for industrial growth. Their challenge, in a globalised world, is to stand out against fierce competition. To this end, we crafted an industrial development strategy for the Yucatan region. We identified strategic options for industrial growth, job creation and an increase in manufacturing efficiency.

Why Choose Us?

We're Truly the Best at What We Do. Leading world governments and institutions come to us for research, advice and training. Via Cambridge University's Policy Links unit, we produce genuine thought leadership in our field.

We Understand the Real Needs of Developing Nations. We've done business on the ground in Africa, Indonesia, Mexico and Brazil - we know how things get done, and we can deal smoothly with the local business culture.

We Open Doors for You. We're not just another consultancy - we will create direct opportunities for your ruling Nigerian MPs to personally benefit from political and business connections in the UK. Your personal success and prosperity is our priority.

We Help You Grow Your Approval At Home. We understand that you, as Nigerian MPs, need to grow your legitimacy and approval in the eyes of your domestic audience. Our Masterclass prioritises this - we'll help you make the right impression back home in Nigeria.

On-Demand Expertise, and an Ongoing Service Relationship. We seek to build a long-term partnership with you - we will customise our service to your needs. We can:

- Bring together UK experts for you on-demand, from top British universities and think-tanks, for training and workshops
- Arrange meetings between your MPs and the UK political class, with photo opportunities
- Provide you with access to commercial opportunities in the UK, in sectors such as property and finance

Who We Are

Dr. Carlos Lopez-Gomez

Dr Lopez-Gomez is the head of the Policy Links unit at the Institute for Manufacturing, University of Cambridge. He is currently engaged by the UK government, providing ongoing industrial policy advice and research, and guiding their manufacturing policy-making.

Internationally, he is highly sought after - he has advised and trained government officials from multiple nations, developing and developed. His work for the UN, the OECD and the WEF has helped these global organisations gain critical insights on the true impacts of national economic policies.

Dr. Lopez-Gomez holds a PhD from the University of Cambridge in industrial economics and innovation policy. He has led research teams at the University of Cambridge, and Japan's University of Tokyo.

Dr Lopez-Gomez regularly publishes his research in international economics journals, and he frequently writes for national UK media periodicals.

Mr. Michael Worthington

An experienced international entrepreneur, Michael owns a cross-border property and investment company in the UK, Uganda and Nigeria. His business enables high net-worth individuals in Africa to access premium London and Cambridge property markets.

Michael holds an MSc in Industrial Engineering from the University of Cambridge. His research was focused on the optimisation of manufacturing processes in developing nations.

In 2012, he spearheaded an African social enterprise, HubCiti - creating valuable jobs for some of the least fortunate Ugandans.

He is currently pouring his energies into the Cambridge Masterclass. His vision is to bring policy-makers from the most promising African nations to the UK - for political networking and training from leading UK policy consultants.

Dr. David Leal-Ayala

Dr. David Leal-Ayala is a Senior Policy Analyst at the University of Cambridge Policy Links unit. He develops insights and tools for governments based on the latest academic thinking and international best practice.

He has advised the UK Government's Innovation Agency, the Minister of State for Energy, and regional governments and industry associations across the UK.

Dr Leal-Ayala is co-founder and Chief Scientist of '[Reduse](#)' - a Cambridge spin-out company based on applied printing technology from his PhD research. He successfully sold the company in 2015. He was awarded the "[MIT Innovators Under 35](#)" prize from MIT Technology Review in 2015 for the printing technology he invented.

He holds a PhD from the University of Cambridge in Industrial Ecology.

Dr. Mark Jones

Dr. Mark Jones is the head of the LiME research programme at Brunel University, London.

In the corporate world, Mark was a management consultant for KPMG, specialising in operation transformation, and led multi-million pound projects for multiple clients across various sectors. His expertise lies in process improvement and optimisation at the intersection of people and technology.

Dr. Jones led a several-year research project for the multinational aerospace giant Airbus, managing technology development.

He holds two postgraduate UK qualifications - A MA from Nottingham University, and a PhD from Cranfield University. Mark also lectures internationally, and presents his latest research in Europe.

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Next Steps - Building Bridges

We believe Nigeria is uniquely positioned for growth in the next decade.

We'd be pleased to discuss the Cambridge Masterclass with you further. We currently have capacity in Cambridge and London for 2019.

Please reach out to us at [EMAIL@DOMAIN.COM], or [PHONE-NUMBER]. We will then arrange an exploratory meeting or conference call. If you desire, we are able to travel to Nigeria for a face-to-face meeting.

We would be happy to help your Nigerian MPs learn from the best, and boost approval at home. Together, we can lift Nigeria toward greater prosperity, wealth and respect on the world stage.

Kind regards,
Mr. Michael Worthington
Managing Director, Cambridge Masterclass