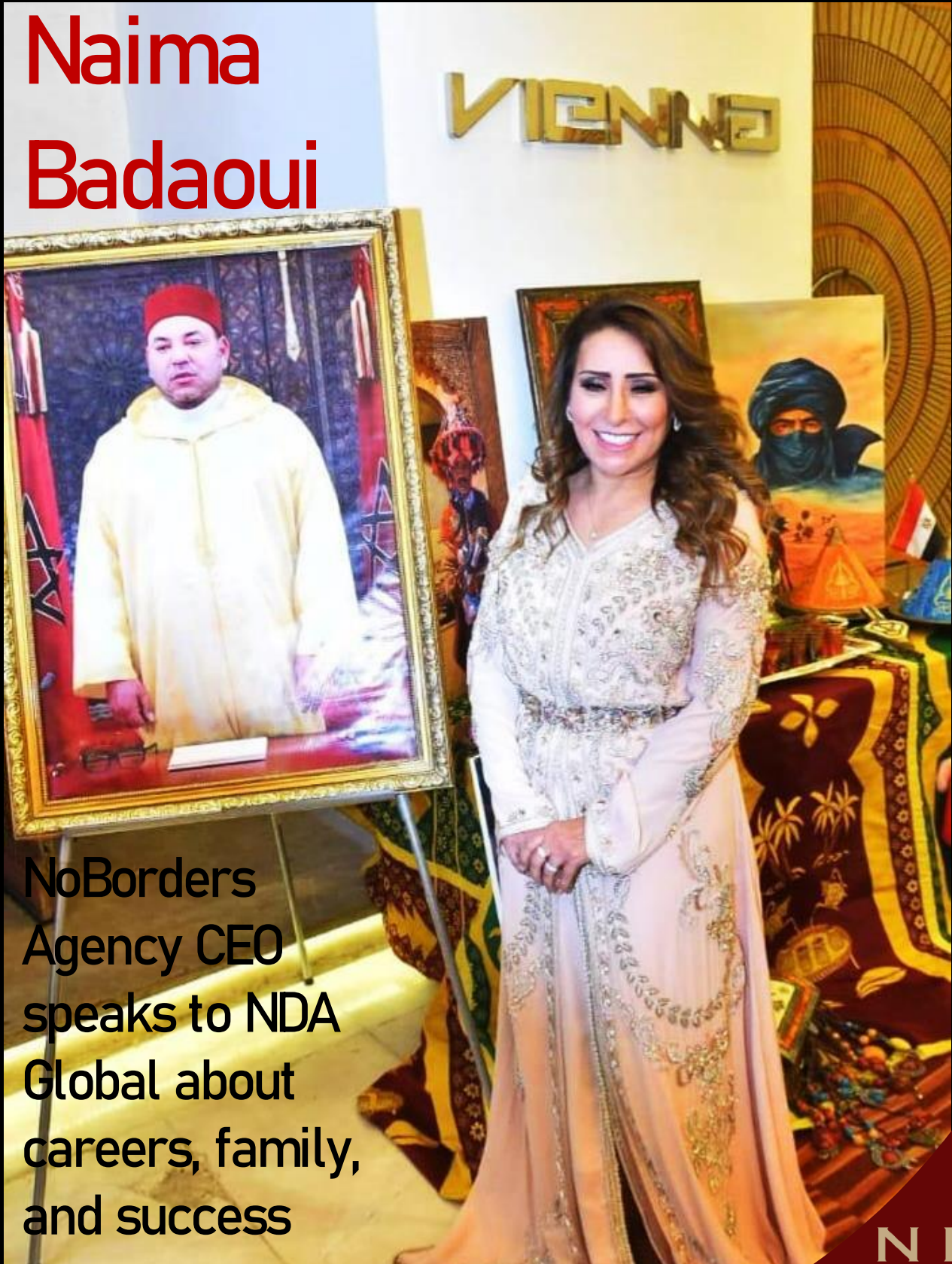




# NDA GLOBAL

MAY 2021 ISSUE

## Naima Badaoui



NoBorders  
Agency CEO  
speaks to NDA  
Global about  
careers, family,  
and success

# NDA NEWS

## Interview with Naima Badaoui

NDA Global had the pleasure of interviewing Naima Badaoui, successful business woman and CEO of NoBorders Agency. She spoke to us on her career and life, growing up in the Middle East and what inspired her success.

**“My name is Naima Badaoui, and I am from a little city in Morocco. The city is considered an agricultural city, and this made me a simple and modest person. I had an orientation towards English studies from a young age, and so even up to my higher education, I studied English; specifically, English literature. After I finished my studies, I found I was fascinated by the world of business and traveling. It was then that I decided to get into the adventure of business and the discovery of the world.”**



***What kind of family environment did you grow up in – and how did it shape the person you are today?***

I am from a modest family – both my parents were educated in French education. My father was very strict in terms of education but my mother was soft and tender, which in turn gave

me both a sense of soft character and high level of responsibility and persistence in my work and education. From my father, I learnt that work is to be worshipped. He taught me



that the more you work the younger you feel and the more self-esteem you get. This something I learnt by heart and have fully respected and followed in my life.

***What first sparked your love for business and education?***

Honestly, since an early age, I have always felt that the world is wide, and that ambitions have no limits, so I have always chased after achievements. Secondly, my nature of being an innovative person and a lover of change made me create and try many different businesses, from fashion design, to education, to counseling, to mining, to event management and organization... I am always willing to try new businesses! My love for business

is not born from of my love for money at all, but from my love of feeling useful and to feel always young. I wish to have a brain that works constantly and is never bored – a bored brain gets old very quickly, because the brain like any muscle of the body remains healthy and young the more you exercise it!

*Tell us a little bit about NoBorders Agency*

NoBorders Agency is an international educational consultancy business that deals with students' education from primary till PHD studies. We have been in business for 14 years



now, and we have over 300 partners from all over the world. We are experts in summer camps all over the world, and have clients all over the world too. We have many international recognitions from various prestigious organizations and I am very proud of what we have achieved.

*Tell us about an accomplishment that shaped your career*

Honestly and with complete modesty, I feel that am a real international woman because I have managed to get a good reputation internationally within a short time not only as a business but also as a person.

For me, success can't be a real success if you lose the principles you have been brought up with throughout your journey. In other words, what has really shaped my career is my good reputation and my personal character – professional, honest and human.

*What would you say your biggest achievement to date is?*

My biggest achievement to date is that I have managed to be a successful business woman, a successful activist and a successful single mother all at the same time which is not an easy task at all; focusing on these three things at the same time – that's a real challenge!

*What has it been like being a successful woman in your field of work – what challenges have you faced and how have you overcome them?*

Honestly any success in any field makes you happy and gives you more self-confidence and trust in your own capabilities. It also gives you a sense of self-esteem, strength and courage. These things give you the energy to facing any kind of problems or negative energy from people who may be jealous of your success.



*Who/what inspires you most in your career?*

Any successful person I come across inspires me! I will repeat that I don't consider fortune as the measure of success - money is not a measure of success and many people find themselves multi-millionaires even though they are not smart or talented. Success to me is when you manage to build yourself by yourself, and when you manage to achieve your successes by yourself and not from your inheritance or family aid or any other criteria. Success is when you are self-made!



*What was the best advice anyone ever gave you?*

The best advice I've had was: Work hard, don't ever give up, and rely on yourself not on any one else. The sun always shines after it falls, which is totally true and I believe in this firmly.

*What would your advice be to the younger generation of boys and girls looking to go into business?*

My advice would be the same advice I have been given throughout my life - never give up, be persistent and be self-confident. Mainly, discover the world not only looking for money but also seeking knowledge, because discovery and brain enrichment is the best fortune we get in life!

**“Thank you for having chosen me to feature in your prestigious magazine, and I would like to add a congratulations for Mrs. Nadia Al Dossary, whom I consider a real iron woman and the best inspiration to all successful women around the world.”**



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