

# ECCO

European Club for Countertrade & Offset



## Countertrade and Offset Academy

Business Community | Expert Interaction | Training

### Program structure

- ▶ 3 days: 19, 20, 21 March 2019 (session 1) or 22, 23, 24 October 2019 (session 2)

### Fees

Groups of four or more: 20% off

- ▶ **ECCO members:** €3000
- ▶ **Non-members:** €3500

### Location

Comsquare  
La Défense  
Paris, France

### Registration

Download the registration form on our website and register by e-mail

## Improve your business approach to international public procurement contracts

An increasingly complex international context calls for rising use of offsets and countertrade in economic diplomacy. Top industry leaders add organizational value by clarifying and formalizing their offset projects or by effectively managing complex offset teams. Powered by ECCO, the Countertrade and Offset Academy leverages the expertise of its industry experts to deliver this high-impact cross-cultural training, providing an ideal forum for the exchange of best practices in a profession reaching more and more sectors and businesses.

### Key program features

- ▶ Examine the role of governments, diplomacy and multi- and bi-lateral agreements in international trade and offsets as vehicles for transfers of technology.
- ▶ Review the historical background of offsets and their use to reduce economical or social shortcomings.
- ▶ Look at key industries impacted by offsets (Defence, Energy, Transportation & Infrastructure).
- ▶ Learn to build offset contracts and clauses for different types of offsets (direct, semi-direct, indirect).
- ▶ Define optimal internal structure to manage offsets and employ effective obligor marketing strategies.

### Pedagogical approach

An innovative and appealing program with a mix of academic perspective and business approaches. At least one third of the learning time is managed by business professionals and offset experts. The learning dynamics largely rely on workshops and business cases and the program concludes with a business simulation.

### Who should attend?

- ▶ Professionals with 3 years minimum experience working in international business from large groups and SMEs.
- ▶ Businesspeople with a desire to learn about offsets, both in terms of theoretical regulations and practical applications.
- ▶ Salespeople, negotiators, lawyers or businesspeople working on public markets in the sectors of energy, transportation, telecommunications, security and defence.

### About ECCO

The European Club for Countertrade & Offset (ECCO) creates an international platform to share information and best practices in the field of offset and countertrade activities. Its activities are based on three pillars: networking events, expert interaction and professional training. ECCO is ranked level 4 ISO 26000 and supports the UN Global Compact.

**ECCO**

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