

Countertrade and Industrial Cooperation Training



Business Community | Expert Interaction | Training

Dates

March 31, April 1 and 2, 2020

Fees

Groups of four or more: 20% off

- ▶ **ECCO members:** €2000
- ▶ **Non-members:** €2800

Location

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 Industrial Cooperation and countertrade in economic diplomacy. Top industry leaders add organizational value by clarifying and formalizing their Countertrade and Industrial Cooperation Training (offset projects) or by effectively managing complex offset teams. Powered by ECCO, the Countertrade and Industrial Cooperation Training 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 programme features

- ▶ Worldwide panorama of Countertrade and Industrial Cooperation practices
- ▶ Country focus
- ▶ Legal environment of Countertrade and Industrial Cooperation projects
- ▶ Contractual aspects and ethics of Countertrade and Industrial Cooperation practices
- ▶ Technology transfers issues, valuation of technology
- ▶ Intellectual property
- ▶ Training into Industrial cooperation projects
- ▶ Legal and Economic Business Cases

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.
- ▶ Senior government officials, administrative staff, employees, journalists, teachers, executives, international business consultants, international business engineers, export administrative assistants, marketing directors, international trade managers, project managers; etc
- ▶ 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 countertrade activities and Industrial Cooperation Training. 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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