

## Countertrade & Offset Academy - First session kick-off

The very first session of the Countertrade & Offset Academy 2013 organized by ESSEC and ECCO in association with IHS kicked off in Paris on March 19 and is already a resounding success. More than 20 participants from nine different countries will be spending the next 12 days discovering the basic elements of offset. The Academy has been created



to provide an in-depth look at the economic diplomacy tool known as offset. This groundbreaking training, based on the exchange of ideas, is designed to:

- Give participants a global vision of the economy and what offset management requires;
- Train participants on key topics and the success factors for effective offset management;
- Create a professional network of managers involved in offset management;



Mr. David Reeths, IHS Global Limited, on Economic Diplomacy

The program is characterized by the combination of three pedagogical approaches:

- An **academic approach** covering basic and background notions, taught by ESSEC faculty members;
- An **administrative approach** presenting the complex environment and interactions involved by international business issues, taught by senior government officials;
- A **practical approach** dedicated to offset techniques and the various professions involved, taught by offset specialists and practitioners who enjoy international recognition by their peers.

The program strengths are its multicultural bases and its openness to the latest development in the field of Offset, which gives participants the tools they need to build up efficient offset projects.

ECCO is open to companies from all over the world and bears three driving principles – building-up a business community, be a melting-pot for ideas, and professionalize offset through training.

**It is still possible to register for Modules 2 and 3 to be held in April and May 2013. For further information, please contact Ms. Alena Zadakova: [b00470136@essec.edu](mailto:b00470136@essec.edu).**

## France: Creation of a Directorate for Businesses and Global Economy

The French Ministry of Foreign Affairs has made diplomatic economy a top priority of its action. This is why a new Directorate for Businesses and Global Economy has been created, as of March 1, 2013. This directorate will be the first point of contact at the Ministry for businesses – for both large groups and SMEs. It will also ensure that their interests are properly taken into account in negotiations that are likely to impact their activities, in particular with respect to issues relating to global economic regulation.



Mr. Jacques Maire, Head of the new Directorate

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### Members only

Don't forget that the Members Area of the ECCO website has a "Small Ads" section where you can either place an announcement regarding your offset requirements or make yourself known as a service provider. It has now been extended to include job offers.

Contact the ECCO staff to post an ad.

### ECCO - The European Club for Countertrade & Offset

69, rue Louise Michel  
92300 Levallois-Perret  
France

[info@ecco-offset.eu](mailto:info@ecco-offset.eu)