An Intensive 5-Day Seminar On

Managing Strategic Alliances and Partnerships

30 Jul - 03 Aug 2018, Copenhagen
19 - 23 Nov 2018, London

EuroMaTech is proud to be associated with the following accreditation bodies:

The PMI Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.
Managing strategic alliances and partnerships requires a strategic vision, a balanced character, and brokerage skills bringing collaborating parties together to contribute to their maximum.

This EuroMaTech training course will focus on the advancements in theory and management practice of strategic alliances, business networks and collaborative ventures. The Managing Strategic Alliances & Partnerships training course is designed to upgrade the knowledge and skills of managers, so to enable them to excel in collaborative situations. Through this training course managers and executives will learn how manage long-term strategic alliances and partnership, how to optimize the interest of their firm, and how to facilitate collaborative decision making for future growth. In this EuroMaTech training course, you will learn:

- to build collaborative advantage and accelerate position through partnership networks
- manage partnerships within and across firms
- the most effective ways to manage inter-firm business relationships
- how the firm perform in a collaborative situation

This EuroMaTech training course is specifically designed for professional in all areas of operations who seek to upgrade their collaborative skills and learn how to manage long-term partnerships, strategic alliance and joint ventures. The programme will also be of benefit to all Professionals, who are:

- Responsible for initiating and managing collaborative activities within and across firms, suppliers, or customers
- Concerned with collaborative performance
- Interested in enhancing their relationship management skills
- Interested in enhancing their leadership skills in particular managing strategic alliances
- Responsible for strategic planning, implementation or evaluation of strategic alliance performance
- Responsible for open innovation tasks, or designing open innovation ecosystems

The main goal of this EuroMaTech training course is to provide participants with an intensive five-day training experience and exposure to the world of collaborative strategies, joint venture, business networks, public-private partnerships and alliances.

The key competences built through this training are to assess the risks, and benefits from strategic alliances and to learn how to manage them successfully – from partner selection, through execution and evaluation of outcomes. Practical cases and examples illustrate the variety of current practices and build alliance management capabilities for individual delegates.
PROGRAMME OUTLINE

DAY 1

INITIATING ALLIANCES AND PARTNERSHIPS

- Introduction to the strategic alliance life cycle
- Motives for collaboration
- Selecting partners and forming business relationships
- How to measure compatibility and partner fit
- Joint ventures, supplier networks, strategic alliances and public-private partnerships – from a metaphor to insight and understanding

DAY 2

STRUCTURING COLLABORATIVE WORK

- Types of strategic alliances and partnerships
- Cross-border management structures
- Creating cross-border virtual teams
- Motivating and brokerage for collaboration
- Discover a joint perspective and partner differences
- Collaborative strategies and execution

DAY 3

MANAGING SHARED RESOURCES AND VALUE CO-CREATION

- Distinguishing between bi-lateral and multi-lateral collaborations
- Managing complex relationships
- Sharing resources and optimisation of outcomes
- Upstream and downstream value co-creation
- Negotiating and managing contingencies
- Co-ordination and control in collaborative settings
- Contracts, renewals, trust and lock-in effects
- Communication and interfaces between partners

DAY 4

DESIGNING OPEN INNOVATION PLATFORMS

- Facilitating networking
- Public-private partnerships and multi-stakeholder engagement
- Open access and open innovation – procedures and practices for shared access
- Regulation and governance of platforms for shared resources

DAY 5

PERFORMANCE EVALUATION AND LEARNING FROM STRATEGIC ALLIANCE PARTNERS

- Assessing advantages and disadvantages of partnerships
- Overcoming barriers to collaboration and conflict resolution
- Managing continuous improvement
- Maximising learning and developing absorptive capacity
- Balancing across coordination costs and benefits
- Creating the high performance strategic partnerships
- Examples of strategic alliance success and failure
- Alliance termination, exit clause and buy-out formulae

In-House Training

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on inhouse@euromatech.ae for further information and/or to receive a comprehensive proposal.
**Managing Strategic Alliances and Partnerships**

Complete & Mail or fax to EuroMaTech at the address given below.

Please register me on the:
- [ ] 30 Jul - 03 Aug 2018, Copenhagen
- [ ] 19 - 23 Nov 2018, London

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### YOUR DETAILS

Name (Mr/Ms): 
Position: Organisation: 
Address: 
City/Country: 
Telephone / Fax: 

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### METHOD OF PAYMENT

- [ ] Please find enclosed a cheque made payable to EuroMaTech
- [ ] Please invoice me
- [ ] Please invoice my company as follows:

Contact Name: 
Company Name: 
Address: 

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### SEMINAR DETAILS

**Documentation**

High Quality material has been prepared by the Seminar Leader for distribution to delegates. In addition a special note pad to facilitate note taking will be provided.

**Certificates**

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

**Schedule**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:30 - 08:30</td>
<td>Welcome</td>
</tr>
<tr>
<td>08:30 - 10:15</td>
<td>First Session</td>
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<tr>
<td>10:15 - 10:30</td>
<td>Coffee Break</td>
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<tr>
<td>10:30 - 12:15</td>
<td>Second Session</td>
</tr>
<tr>
<td>12:15 - 12:30</td>
<td>Coffee Break</td>
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<tr>
<td>12:30 - 14:00</td>
<td>Third Session</td>
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<tr>
<td>14:00 - 15:00</td>
<td>Lunch</td>
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<tr>
<td>15:00 - 16:00</td>
<td>Open Session</td>
</tr>
</tbody>
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**Fees**

The Fee for the seminar, including instruction materials, documentation, lunch, coffee/tea breaks & snack is:

US$ 5,500/ = per delegate

*All Fees are subject to 5% Value Added Tax (VAT)*

**Hotel Accommodation**

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

**Registration & Payment**

Please complete the registration form on this page & return it to us together with your cheque made payable to EuroMaTech.

For Further Information, Contact Your Nearest EuroMaTech Office:

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### EASY WAYS TO REGISTER

- [ ] Telephone: +971 4 4571800 to provisionally reserve your place.
- [ ] Fax your completed registration form to: +971 4 4571801
- [ ] E-mail to us: info@euromatech.com or helpdesk@euromatech.ae
- [ ] Complete & return the booking form with cheque to EuroMaTech P.O.Box 74693, Dubai - U.A.E.

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### Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

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### Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

*VAT Announcement: The Government of UAE have introduced Value Added Tax (VAT) on goods and services from 01-January-2018. In compliance with the legislation issued by the UAE Government, we will be applying a 5% VAT on the fees for all our programs and services offered from January 2018 as applicable and stipulated in the FTA circulars.*