

working with agents & distributors

Leicester Tigers RUFC
Aylestone Road
Leicester LE2 7TR

Wednesday 15 March

5.30pm – 8.00pm



east midlands
international
trade association

the business network
for international trade



THE EXPORT FACTOR



Date: Wednesday 15 March 2006
Venue: Leicester Tigers RUFC

Programme:

- 17h30 Refreshments
- 18h00 Welcome & Introduction
- 18h05 **Mike Stokes: Managing Agents & Distributors - Don't Let The Tail Wag The Dog!**
 - Measuring a distributor's performance
 - Putting your own house in order
 - Driving towards success
- 18h30 **Jim Carter: Legal Aspects of Managing Agents and Distributors**
 - Agent *or* Distributor – Legal issues
 - Agent *and* Distributor – Legal issues
 - The price of a failed relationship
 - How a good contract helps to manage risk
- 18h55 **Fernando Pons: How to Find Agents & Distributors Overseas**
- 19h10 Q&A
- 19h30 Round Table Discussions
- 20h00 Close

Speakers:

Mike Stokes is a specialist in Export Sales & Marketing.

- Mike spent nearly 20 years as an exporter in the fiercely-competitive electrical appliances industry, and therefore has vast experience of managing international agents & distributors across the cultural spectrum.
- He now works as a business consultant, trainer and mentor.

Jim Carter is a partner of the East Midlands law firm Nelsons. He heads the Commercial law team.

- He has over 20 years experience advising businesses regarding agents and distributors. In addition he is vastly experienced in negotiating and drafting agency & distribution agreements.
- He is also an expert in the fields of purchase and supply contracts as well as franchising and know-how agreements.
- He is a regular speaker on these subjects and has trained other lawyers throughout the UK as part of their Continuing Professional Development requirements.

Fernando Pons is a Trade & Investment Officer at the British Embassy in Madrid.

- Fernando is responsible for sectors with a high technological edge such as aerospace, engineering, railways and IT hardware.
- He previously worked in several aerospace and defence companies and with various different responsibilities, from procurement to after-sales.
- Prior to joining UK Trade & Investment he worked as an agent for a UK company in Spain.

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