



# The European Institute for Industrial Leadership

## Partnering for Growth LPG 5

A two day workshop 26th -27th May, 2008  
Chateau Latour de Freins, Rue Engeland 555, 1180 Brussels

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### Objective

One of the quickest ways to increase the size of your company is through engaging in a partnership with another company. This workshop will explore the traditional areas for partnerships, such as alliances, joint ventures, distributors and agents, the supply of 'non-core' service activities, development partnerships, supply partnerships and consortia of complementary competencies. It will also look into the less conventional partnerships with apparent competitors, introducing the concept of 'co-opetition', which must be actively sought and developed if Europe's high-performing 'national' SMEs are to grow rapidly into the supra-national European-based global champions of tomorrow.

The participants will have been exposed to a full range of the possible partnerships and hear the pros and cons involved in each. With this experience they will draw lessons for use the next time they are in position to consider a partnership route when growing their own businesses.

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### Key Benefits

The first hand experience of those actively operating partnerships throughout the value chain will provide invaluable insights into what to do and what not to do in the field of partnering. In this interactive workshop, participants will be required to capture and, at the end of the workshop, present the combined 'body of knowledge' developed by their own partnership of participants.

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### Who Should Attend?

This workshop is suitable for anyone interested in building upon their understanding of growth through partnerships.

The workshop will be conducted in English.

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To find out further details about this workshop, or to make a booking, please contact [secretariat@eiiil.net](mailto:secretariat@eiiil.net)



www.eiil.net

# The Master of Industrial Leadership Programme

## Partnering for Growth LPG 5

A two day workshop— 26th - 27th May, 2008  
Chateau Latour de Freins, Rue Engeland 555, 1180 Brussels

The Workshop will take the form of a Master class with speakers from well known international companies with syndicate work led by Debbie Rogerson (EIIL Module Director Leading Profitable Growth).

**Debbie Rogerson** has almost 20 years experience with large multinational companies in Europe and the US in a range of Marketing, Business Director and Strategy Director roles.

Debbie now works both with Market Focus as a strategy and marketing coach and as the Module Director for the Leading Profitable Growth module of the EIIL.

### Application form

Please complete this application form and fax to +32-2-639 0399

Alternatively fill in the online application form at [www.eiil.net](http://www.eiil.net) or complete the form below and post to:

The Secretariat  
European Institute of Industrial Leadership  
Chateau Latour de Freins, Rue Engeland 555,  
1150 Brussels, Belgium

Name: .....

Company: .....

Position: .....

Daytime Tel. No. : .....

Email: .....

The fee for a 2 day EIIL workshop is 1600\*

\* exempt of VAT according to article 44, §2, 4° of the Belgian VAT Code.

Members of the EIIL, or one of its supporting organisations, may qualify for assistance with workshop fees from the EIIL Scholarship fund. For further information on whether you are eligible for this, please contact the secretariat at [secretariat@eiil.net](mailto:secretariat@eiil.net).

Payment requested by bank transfer to :  
ING Bank.  
Account Number : 310-1978319-90  
IBAN : BE34310197831990  
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Places will be confirmed on receipt of payment. If you require an invoice, please complete the details below:

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