

"Conference was well organised,
excellent speakers"

Charles W. Dyke, Chairman & CEO, International Technology and Trade Associates Inc



Benefits of Attending:

- LEARN about the role of offsets in the global business environment
- KEEP abreast of the key developments within this rapidly changing market
- ACQUIRE a wide based understanding through a cross spectrum of experts
- DEVELOP key contacts through this focused networking forum
- GAIN an in-depth knowledge of offset policy application through our interactive workshop

A truly international forum evaluating the role of Offsets in today's evolutionary business environment, disclosing the key issues affecting federal & commercial defence organisations...

SMi's Fourth Annual International Offsets 2002

12th & 13th June 2002, The Hatton, London

A unique opportunity to learn from leading international experts including:

- Daniel Hill, Director, Office of Strategic Industries and Economic Security, US Department of Commerce
- Rini M.J.M. Goos, Acting Commissioner for Military Production, Netherlands Ministry of Economics Affairs
- Carl Lundgren, Head of Offset Division, Swedish Defence Material Administration (FMV)
- Hendrik Raiha, Secretary of Finnish Committee for Industrial Participation, Finnish Ministry of Trade & Industry
- Professor Wally Struys, Head of Department, Economics and Management, Royal Military Academy, Brussels
- Mazen Madooh, Offset Director, Kuwait Offset Program
- Mohamed Al Muhairi, Senior Project Manager, UAE Offsets Group
- Kim-Seok, Offset Program Manager, Offset Division, Defence Procurement Agency, Ministry of Defence, Republic Of Korea
- Arthur C Yap, President & CEO, Philippine International Trading Corporation

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Offsets 101

11th June 2002, The Hatton, London

In association with: Michael Taylor, Fluor Corporation

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Day One 12th June 2002

8.30 Registration & Coffee

9.00 **Chairman's Opening Remarks**
Michael Thresh, Director & CEO, **Definition International**

UNITED STATES OF AMERICA

THE CHANGING FACE OF OFFSETS

9.10 **The changing role of offsets in defense sales**

- Current offset trends
- The use of offsets for other than defence sales
- What is the impact of offsets?

Daniel Hill, Director, Office of Strategic Industries and Economic Security, **US Department of Commerce**

TECHNOLOGY AND OFFSET

9.40 **How I.T. will introduce efficiency into the marketplace**

- Why operating in a weak form of efficiency hurts the industry
- How information introduces efficiency
- What effect will greater efficiency have on competition?

Carlton Grooms, Managing Director, **E-Offsets**

OFFSET AND COUNTERTRADE: CATALYSTS FOR BUSINESS DEVELOPMENT

10.20 **Central European offset and Balkan countertrade can facilitate technology transfer**

- Warsaw Technopolis as a magnet for offset related activity
- Telecom and IT projects as offset fulfillment
- Countertrade as financing vehicle for Balkan projects
- Debt conversion as a tool for Balkan business development

James Barkas, Director, Central & Eastern European Projects, **Rotch Group**

11.00 Morning Coffee

WESTERN EUROPE

THE NETHERLANDS CASE STUDY

11.20 **Overview to current offset practices**

- Defence procurement: principles and process
- Why is offset required?
- When and where do offset requirements come into play?
- Some roadblocks to doing business
- How does the Netherlands see its offset policy in the future?

Rini M.J.M. Goos, Acting Commissioner for Military Production, **Netherlands Ministry of Economics Affairs**

OFFSETS FROM THE VIEWPOINT OF A SMALL COUNTRY

12.00 **The Belgian Case**

- The Belgian Economic Compensation System
- The benefits and disadvantages of Offsets
- The controversy between pros and cons
- Present and future of economic compensations

Professor Wally Struys, Head of Department, Economics and Management, **Royal Military Academy, Brussels**

12.40 Lunch

TECHNOLOGY TRANSFER AS OFFSET

1.40 **The 'Road Map' for successful projects involving Technology Transfer**

- Combining donor with host technologies and skills for industrial participation
- Project management of technology transfer
- The role of QinetiQ in technology transfer and development
- Managing the business processes
- Revenue generation methods

John Maclean, Environmental Channel Manager, Future Systems Technology, **QinetiQ**

EUROPEAN DEFENCE INDUSTRY POLICY ON OFFSETS

2.20 **The wider political context**

- Why offsets?
- Are offsets (cost) effective?
- Should offsets be maintained?

Myriam Croon-Janssens, Technical Secretary, **European Defence Industries Group**

USE OF OFFSETS AS A TOOL FOR INDUSTRY DEVELOPMENT

3.00 **International cases**

- The use of offsets in financing and foster innovation in industry
- Qualitative and quantitative analysis of offsets projects
- A possible model for the analysis of offsets projects as a tool for industry development
- The use of offsets in Portugal
- Lessons learned from the analysis of 17 international cases
- The use of modeling and simulation in evaluating the impact of offsets projects

Joao Pedro Taborda, Analyst, **Inteli**

3.40 Afternoon Tea

NATIONAL INDUSTRIAL PARTICIPATION

4.00 **Offsets**

- Current ventures
- Facilitating the export process
- Logistical difficulties faced
- Identifying international export opportunities

Johan Eliasson, Vice President, Business Value Development, **Saab**

ECONOMIC ENHANCEMENT

4.40 **An evolution of indirect offset**

- What the customer really wants
- Problems in interpretation and implementation
- Middle East – resolving the "Catch 22"
- Case Study – actual examples
- Economic Enhancement – marketing in the 21st century

Grant Rogan, CEO, **Summit Corporate Services**

5.20 **Chairman's Closing Remarks and Close of Day One**

5.30 **DRINKS RECEPTION**
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Day Two 13th June 2002

8.30 Re-registration & Coffee

9.00 Chairman's Opening Remarks

Dr Christoph Kamm, Head of OS/CT, Executive Vice President, **ABB Financial Services**

SCANDINAVIA

THE NEW FINNISH OFFSET GUIDELINES

9.10 New objectives for industrial participation

- Changing role of domestic defence industry
- Securing overhaul and repair in times of crisis
- Technological cooperation – technology transfer
- Participation in international programs

Hendrik Raiha, Secretary of Finnish Committee for Industrial Participation, **Finnish Ministry of Trade & Industry**

OFFSET DEMANDS OF SWEDEN

9.40 Case study

- The defence offset policy
- Elements of a successful program
- Model evaluation
- Lessons learnt
- The future of defence offsets and military procurement

Carl Lundgren, Head of Offset Division, **Swedish Defence Material Administration (FMV)**

ASIA

THE PHILIPPINES: COUNTERTRADE IN GOVERNMENT PROCUREMENTS

10.20 Countertrade Policies and Experience

- E.O. 120 & IRR: establishing countertrade policy in the Philippines
- Salient features
- Role of PITC
- Countertrade policies on offsets
- AFP Modernization: Policy on countertrade and Offsets
- Philippine experience in countertrade: 1990-2001

Arthur C Yap, President & CEO, **Philippine International Trading Corporation**

11.00 Morning Coffee

KOREAN OFFSETS

11.20 Korean defence offset program guidelines

- Introduction to DPA
- Basic policy
- Acquisition policy
- Offset contract
- Offset implementation
- Industrial cooperation

Kim-Seok, Offset Program Manager, Offset Division, **Defence Procurement Agency, Ministry of Defence, Republic of Korea**

MIDDLE EAST

THE UAE OFFSETS PROGRAM

12.00 'A decade of achievements'

- Offsets definition
- The UOG performance to date
- Consequences of UOG success
- UOG in the next decade
- UOG ongoing mission

Mohamed Al Muhairi, Senior Project Manager, **UAE Offsets Group**

12.40 Lunch

THE KUWAIT OFFSET PROGRAM

2.00 An overview

Mazen Madooh, Offset Director, **Kuwait Offset Program**

THE ROLE OF OFFSETS IN E-GOVERNMENT

2.40 The promotion of E-government in offset companies

- Special properties of offset companies
- E-government requirements
- The offsets role in E-government initiatives

Abdulaziz Jazzar, CEO, **International Systems Engineering Company, Saudi Arabia**

3.20 Afternoon Tea

TURKEY

AN OVERVIEW OF OFFSET ENVIRONMENT IN TURKEY

3.40 Assessment of current offset practices

- Players and their roles in offset game
- Offset regulations (Guidelines 1991 and Directive 2000)
- Evaluation method for offset proposals
- Expectations of the Turkish defence industry from offsets
- How does Turkey benefit successfully from its offset programs?

Mustafa Egeli, Industrial Cooperation Manager, **HAVELSAN**

LATIN AMERICA

BRAZIL

4.20 The challenging offset environment

- Brazil today, offset related actual data
- The profile of such new policies
- Future contracts to come
- How to leverage future proposals using offsets in the changing offset environment in Brazil

Marcello Reis, Managing Director, **Latin Offsets**

5.00 Chairman's Closing Remarks and Close of Conference

Offsets 101

11th June 2002, The Hatton, London

In association with: **FLUOR**

This workshop will provide you with an overview of the latest market intelligence. Additionally, an analysis of an industry case study will give you the opportunity to structure a mock offset proposal. Consideration will be given to defining the different styles of offset agreements and you will learn how to target your bid to the specific requirements of the country involved.

To provide a fully rounded seminar, you will then learn how to structure competitive solutions for offset requirements in order to bring a successful contract bid to fruition. This will be an open and constructive forum to promote best practice and share information in the rapidly evolving field of global industrial and commercial offset programs.

9.00 Registration and Coffee

- Introduction to workshop leaders
- Workshop overview

9.20 Introduction to Offset

- Offset 101
- Industry trends, current and future

10.00 Morning coffee

10.20 Styles and types of Offsets

- Direct offset
- Indirect defence
- Indirect
- Offset methods

11.00 Case Study – Pre-contract proposal development

12.00 Lunch and Discussion

1.30 Case study and conclusion review

- Review and critique provided by the UK's Defence Export Services Organisation's Offset Advisor

2.00 The Offset Process: Pre-proposal to fulfillment

- Identify current/future offset needs
- Conduct research
- Develop strategy
- Devise internal offset plan
- Negotiate and finalise offset contract
- Implement offset agreement

3.00 Offset trends

- Civil/defence
- Policy
- Role of offset in contract award
- Current/future approach

3.45 Final discussion session and close of workshop

About your workshop leader

Michael Taylor, Director, Material Management and Offset Coordinator, **Fluor Corporation**

Prior to joining Fluor Corporation, Mr. Taylor was a Vice President and Director of Industrial Participation for Fremont Group having responsibility for Europe, the Middle East and Asia. Prior to Fremont Group Mr. Taylor was an Offset Manager within Northrop Grumman's International Offset organization responsible for development and implementation of Northrop Grumman's offset obligations around the world, as well as having business development responsibility. Prior to Northrop Grumman, Mr. Taylor lived and worked in the Middle East for 10 years holding various management positions with national companies.

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e-Offsets, A.G. operates the internet site, e-offsets.com. Through both online and offline support, the company offers financial offset (industrial participation) consultancy, advisory, and project management services as well as focused information to it members from the defence industry.



Since 1983 'Countertrade & Offset' has provided unrivalled intelligence on reciprocal trade issues. If you are in the defence procurement business, trade financiers, or concerned with commodity-linked finance, CTO is for you. Keep up-to-date on crucial intelligence; emerging trends; a shift in policy; the anatomy of a deal.

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Founded in 1998 by CEO Grant Rogan, **Summit Corporate Services** specializes in using its experience and expertise in Economic Enhancement, offset and countertrade to provide first class consultancy services to governments, corporations and companies throughout the world.

Summit's team members have years of experience in the establishment of offset and countertrade programmes, and have been involved in the implementation of successful programmes worldwide.

Today, Summit has developed the concept of Economic Enhancement, a general term covering all compensatory transaction programmes, aimed at producing maximum benefit for the country as a whole.
www.summitcs.com

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Or alternatively fax your registration to 0870 90 90 712

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Examine both emerging and established offset environments at SMi's...

International Offsets 2002

11th - 13th June 2002, The Hatton, London

Drinks Reception sponsored by: **Summit Corporate Services**

Dear Defence Executive

This event promises to explore current issues and developments within an international forum, to keep you up-to-date with the latest information surrounding offset agreements and policy. So register today to stay ahead in this field!

Whilst maintaining a focus on country specific issues through detailed case studies, this conference will look at governmental roles in supporting and co-ordinating military procurement. In addition, this event will also offer best practice and model evaluation to ensure that profitability and relationship opportunities are maximised.

Attracting senior business and defence professionals, this conference will provide you with the perfect forum for networking with speakers and other delegates. And with the drinks reception sponsored by Summit Corporate Services, this will provide you with even more time to discuss market developments and potential while exchanging industry specific knowledge with your peers.

Do not miss the pre-conference Executive Briefing Offsets 101

11th June 2002, London

In association with: **Michael Taylor, Fluor Group**

TO REGISTER

Simply complete the form on the back of this brochure and fax it to: +44 (0)870 909 0712 or visit our website at: www.smi-online.co.uk/offset.asp. Alternatively you can contact Horun Meah for further information on tel: +44 (0)20 8727 6192 or email hmeah@smi-online.co.uk

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Once you've registered to attend this event, we don't think you should have to worry about flights, hotels or even entertainment. All you have to do is call our team on +44 (0)870 9090 713 and we will be happy to help tailor a travel package to suit you. I look forward to seeing you in June!

Yours sincerely,

Lucy Randolph, Conference Producer
SMi Conferences Ltd
Tel: +44 (0)20 7827 6066
Email: lrandolph@smi-online.co.uk



Previous SMi Defence Conference

Attendees

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- Boeing
- British Army
- DoDs & MoDs
- DSTL
- EADS
- FFI
- FMV
- General Dynamics
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- NAVSEA
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- Patria
- Pentagon
- QinetiQ
- Raytheon
- Royal Air Force
- Royal Navy
- Saab
- STRICOM
- Thales
- TNO
- TRW
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- US Navy
- Vickers

REGISTRATION FORM

Conference: 12th-13th June 2002
Executive Briefing: 11th June 2002

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International Offsets 2002

11th - 13th June 2002, The Hatton, London

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