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ASSOCIATION OF  
STRATEGIC ALLIANCE  
PROFESSIONALS

**ASAP (EUROPE) LIMITED**

*4th Annual European Conference  
Renaissance Hotel - Amsterdam*



*Renaissance Hotel: Koepelkerk building by night*

## **“Alliances for Competitive Advantage – Beating the Competition by Collaborating”**

With an enviable line up of Senior Alliance Executives and Top Alliance leading experts presenting their own corporate experiences. Our list of expert speakers is growing.

Can you afford to miss:

**Andrea Ragnetti:** *Chief Marketing Officer & Board Member, Royal Philips Electronics*

**Professor Robert Spekman:** *Darden School of Business, Virginia*

Representatives from Cisco, McAfee, IBM, Infineon, NXP, NovaQuest will present an in-depth and interactive programme in both plenary and workshop sessions. With special presentations on the BT-HP alliance and the Microsoft-BBC alliance. And case studies and contributions from Procter & Gamble, KLM, Rolls Royce, BASF, Novartis, Xerox, Siemens and GSK

### **Who will benefit from attending this conference?**

Corporate Alliance Strategy managers & executives, Vice Presidents, Strategic Planning Directors & Managers, Corporate & Business Development, Alliance Management, Channel Management, Strategic Marketing, Manufacturing, Supply Chain Management, Research & Development. Alliance advisors and service providers such as lawyers, consultants, and academics.

**See the full programme (changes are still possible), and register online on the ASAP website [www.strategic-alliances.org](http://www.strategic-alliances.org) together with details of accommodation costs in Amsterdam.**

**Contact the Event Manager: Christine Morris [christine@bvevents.co.uk](mailto:christine@bvevents.co.uk) for further information.**



**Delegate attendance costs for the 2 day event are €690 for ASAP members & €990 for non-members. Lunches, refreshments and an invitation to a Networking Reception & Gala Dinner in the historic Renaissance Koepelkerk are included.**

*Sponsors Include:*

**Alliance Best Practice**   
*Standing on the shoulders of giants*



**Places are limited - Book Now 24th - 25th April 2007**

[www.strategic-alliances.org](http://www.strategic-alliances.org)