



Are you creating value
through strategic alliances?

Join the ASAP conference on strategic alliances

ASAP Scandinavia conference in Copenhagen

November 30. 2006



The new ASAP chapter for you in Scandinavia

The Association of Strategic Alliance Professionals (ASAP) is the leading global professional association dedicated to alliance formation and practice.

See www.strategic-alliances.org

The organizer behind the conference:

InterMark A/S, the international consultancy company with more than 15 years of business experience in alliance management, is the organizer behind the conference.

See www.intermark.dk

Focus on new growth opportunities

- how to benefit from strategic alliances

Strategic alliances for growth

ASAP Scandinavia conference November 30, 2006
Copenhagen Admiral Hotel

Success with a proven concept:

Today more than 20% of the revenue comes from inter-company collaboration. It can be clearly demonstrated that Alliances embedded into marketing & sales management processes contribute to value creation. In addition, the stock market appears to react more favorably to inter-company links than to mergers & acquisitions.

Novozymes, Svend Erik Licht, Senior Director, Biotech Business Development:

“As we see strategic alliances as a growth tool, on line with acquisitions, I look forward to the upcoming conference organized by ASAP Scandinavia”

Alliance management – how to get the most out of it.

US guest speaker Lorraine Segil on intelligent alliances and business dynamics. As a senior advisor to large international companies she combines a CEO background with market studies and practical alliance management experience. Lorraine Segil is frequently used by CNN as expert commentator on alliances and M&A.



The international IT-solution company, SAP introduced an ambitious alliance and partner strategy: "The big turn". Philippe Monchauzou, Alliance Director at SAP France will present this case and the lessons learnt



Danfoss Solutions, Johnnie Rask Jensen, President:

“Danfoss Solutions has been working with business partnerships for a number of years, and we will certainly try to get more out of our strategic alliances in the future. We are excited to learn that ASAP is now being introduced in this region and are looking forward to this conference.”

New alliance chapter in Scandinavia

Since the first chapter opened in the US in 1999 ASAP today counts 10 chapters in five countries. The Scandinavian ASAP members are now ready to establish their own chapter. The international consultancy company InterMark A/S, with more than 15 years of business experience in alliance management, presents the plans and activities of the new ASAP chapter at the conference.

Join the network - and be inspired

In the next decade you can either be part of an alliance or compete with one. Join the new Scandinavian ASAP chapter for more inspiration. Meet us at the conference.

Purpose of the conference:

- To launch the Scandinavian chapter of ASAP with 30-50 members
- To create a network of strategic alliance professionals in Scandinavia
- To increase business revenues for ASAP members through improved alliance capability

Target group:

CEO's, Business Development Directors and Alliance Directors of top-500 companies in Denmark and Sweden

Program

- 09:30 Registration, coffee
- 10:00 Welcome and introduction
- 10:15 "Alliance development and alliance metrics" Lorraine Segil, Partner, Vantage Partners, USA
- 11:00 Coffee, networking
- 11:20 "A prescription for partnering: How Lundbeck breaks ground in the US with Forest and Merck", Stig Løkke Pedersen, Executive VP, Lundbeck
- 11:55 "Alliances vs. acquisitions as drivers for innovation: Lessons from Philips", Roel van Summeren, Philips Corporate Alliances
- 12:30 Lunch
- 13:30 "Strategic alliances for globalization" Hans Peter Hviid, Managing Director, InterMark A/S
- 14:00 "SAP Partner & Alliance Strategy: The big turn", Philippe Monchauzou, Director at SAP, France
- 14:35 Coffee, networking
- 14:55 "Alliance capabilities and how different firms develop their skills" Koen Heimeriks, Ass. Professor, Copenhagen Business School
- 15:30 "Being a member of Star Alliance - what's in it for us?" Henrik H. Lund, Partner & Alliance Manager, SAS Group.
- 16:05 Conclusions and panel discussion
- 16:45 Refreshments & networking
- 18:30 Dinner with keynote speakers

Price:

- Price of conference for ASAP members 350 EUR
- Price of conference for non ASAP members 500 EUR
- One year member fee of ASAP 295 EUR
- Dinner (optional) 80 EUR

Application Form

- Member of ASAP
- Non-member of ASAP
- Participation in conference
- Participation in dinner
- Cannot participate send summary
- Want to be a member.

Name: _____

Title: _____

Company: _____

Adress: _____

Telephone: _____

e-mail: _____

Please send the application form by fax 0045 8746 9100 or e-mail to mie.bjorn@intermark.dk before November 20