

# IDI Webinar

## September 15, 2020

### **RESTARTING AFTER COVID19 LOCKDOWN**

#### **Strategies for overcoming critical situations through negotiation of compromise solutions**

The IDI Webinar of September 2020 will focus mainly on the solutions that can be available for re-starting distribution and retail/franchising relationships which have suffered difficulties during lockdown, and which are still suffering difficulties in order to adapt to the restrictive measures imposed by the COVID Pandemic. We believe that the real and urgent problem is to overcome past and future problems through **negotiation and adaptation**, in order to restart the existing relationships in the most constructive way.

This positive approach requires business to look for compromise solutions without focusing on the parties' respective rights and duties under the force majeure, but on the contrary, by concentrating on their **common interest with a view to the future** and an open and creative approach towards solutions which may satisfy both parties.

The purpose of this Webinar is precisely to analyze and discuss **how to restart business** after the pandemic and to reestablish existing relationships in the most constructive way.

The main themes of the webinars will be the following ones:

- Tools to be used for identifying compromise solutions (mediation/facilitators);
- Critical situations caused by Covid19 and possible negotiated solutions;
- Future strategies after the pandemic.

During the Webinar a practical case will be discussed between the parties with the help of a facilitator, addressing some of the typical issues arisen during Covid19, referring to problems encountered by a supplier both at the retail and at the wholesale level of the distribution network.

A description of the case will be sent to all the attendants the day before the Webinar, in order for them to approach the discussion with an idea of the topics that will be addressed and discussed.

#### **PROGRAM of the WEBINAR**

INTRODUCTION	<b>SETTING UP TOOLS FOR AN AMICABLE RESOLUTION OF CONFLICTS</b>  In the post-pandemic situation there is actually not (or not yet) a dispute, but there is an unsatisfactory situation, caused by the past and future problems created by Covid19, which need to be resolved amicably through adaptation of the existing agreements.
16:00-16:15	<b>Considering mediation, facilitators etc. as possible additional tools for overcoming COVID-19 pandemic. Presentation of the mock-case.</b>

	<b>Fabio Bortolotti</b> , Buffa Bortolotti & Mathis, Turin; Chair IDI, IDI country expert for Italy
<b>FIRST SESSION</b>	<p><b>MOCK CASE ON CRITICAL ISSUES AND POSSIBLE COMPROMISE SOLUTIONS</b></p> <p>The case deals with two different relationships which have suffered the consequences of COVID:</p> <ul style="list-style-type: none"> <li>• the agreements between Gloria S.p.A. and its franchisees (first session), and</li> <li>• the agreement between Gloria S.p.A. and its German importer (second session)</li> </ul>
16:15-16:45	<p><b>FIRST SESSION: Negotiation between the Supplier and the franchisee's representative on the following topics:</b></p> <ul style="list-style-type: none"> <li>- Renegotiating payment conditions;</li> <li>- Reducing purchase obligations of franchisees;</li> <li>- Adaptation of retail outlets;</li> <li>- Return of unsold goods;</li> <li>- Payment of the outlet lease.</li> </ul> <p><b>Federico Rizzo</b>, Diadora, Caerano San Marco, IDI Members' representative (role: Gloria's responsible for the retail network)</p> <p><b>Beata Krakus</b>, Greensfelder Hemker &amp; Gale, Chicago (role: representative of franchisees)</p> <p><b>Carlo Mosca</b>, Mosca &amp; Associati, Treviso (role: facilitator)</p>
16:45-17:00	<b>Discussion</b>
17:00-17:30	<p><b>SECOND SESSION: Discussion between the Supplier and the Importer on the following topics:</b></p> <ul style="list-style-type: none"> <li>- Distributor/Importer has no cash and cannot pay products to be resold;</li> <li>- Assisting importer in supporting his network after lockdown.</li> </ul> <p><b>Dana Dombrowski</b>, Corporate Counsel at Snap-on Incorporated, Kenosha (role: Gloria's responsible for the wholesale network)</p> <p><b>Olga Szejnert-Roszak</b>, SWKS, Warsaw; IDI country expert for Poland (role: CEO of BB-Import GmbH)</p> <p><b>Ignacio Alonso</b>, Even Abogados, Madrid; IDI country expert for Spain (role: facilitator)</p>
17:30-17:45	<b>Discussion</b>
<b>SECOND SESSION</b>	<p><b>FUTURE STRATEGIES</b></p> <p>As a consequence of the fear to be infected and of the lockdown, customers' approach to sales is moving towards e-commerce purchases and home delivery. Principals, suppliers, franchisors, must adapt to this new situation and renegotiate allocation of tasks between online sales and the traditional offline network. At the same time suppliers must revise their purchasing strategies, in particular with regard to Chinese subcontractors.</p>
17:45-18:00	<b>Supply chain: how to learn from the Chinese experience and envisage new strategies</b>

	for minimizing the risk of supply breakdown Paul Jones, Jones & Co., Toronto; IDI country expert for China Jingya (Cecilia) Wang, Jones & Co., Toronto
18:00-18:15	Omnichannel strategies: rebalancing online and offline sales of selective distributors Pablo Diaz, Legal Counsel, Shiseido, Madrid
18:15-18:30	Discussion (including suggestions from the audience on future strategies)

## Practical Information

---

**Format:** Webinar

**Language:** English

**Duration:** 150 minutes

**Fees:**

**Free** for IDI members and Experts

**150€** for non-members

Please, **add 22% (VAT)** to your payment (**only applicable for Italian participants**).

**Registration and cancellation:**

**Registration by Email-Fax:** Please, fill in the registration form, and send it by email or by fax to:  
IDI Project Srl, via Alfieri 19, 10121 Turin (Italy)  
Email: [editorial.board@idiproject.com](mailto:editorial.board@idiproject.com)  
fax: + 39 011 574 11 41

**Payment:** **Bank transfer only.** Confirmation of your registration will be sent after having received the registration form together with the evidence of the payment.

The payment should be transferred with no cost to IDI.

NO CHEQUE PAYMENTS WILL BE ACCEPTED.

**Cancellation:** Cancellation requests received by IDI **on or before 31 August 2020** will be subject to a 20% administration charge of the total fees paid. **After that date no refunds are possible.**

**How to access:**

After registration, you will receive instructions on how to access and attend the Webinar.

## REGISTRATION FORM

First Name ..... Last Name .....  
Company ..... Address ..... ZIP/ Postal code .....  
City ..... Country ..... Value Added Tax (VAT) Code .....  
E-mail ..... Phone ..... Fax.....  
(in case of more participants, please, fill-in a registration form for each participant)

### FEES:

#### IDI Webinar

- € 150: Non IDI member  
 € 0: IDI member having a valid subscription on the day of the webinar  
 € 0: Country Expert

Please **add 22% (VAT)** to your payment **for Italian participants**.

TOTAL AMOUNT: €: .....

### PAYMENT:

Please make a bank transfer marked «15 September 2020 Webinar», including a clear reference to the name of the participant at the following account:

Bank: Banca Sella, Piazza Castello, Torino (Italy)  
Account Name: IDI Project s.r.l.  
Account Number: 052879649600  
ABI: 03268 CAB: 01000  
IBAN: IT86X0326801000052879649600  
SWIFT: SELB IT 2B

The payment should be transferred with no cost to IDI. NO CHEQUES payments are ACCEPTED.

Please complete this form and return it, with your payment made out to:

IDI Project Srl,  
Via Alfieri 19,  
10121 Torino (Italy)

Email: [editorial.board@idiproject.com](mailto:editorial.board@idiproject.com)

Fax: + 39 011 574 11 41

Date .....

Signature .....