



International Distribution Institute

RESTARTING AFTER COVID19 LOCKDOWN

SETTING UP TOOLS FOR AN AMICABLE RESOLUTION OF CONFLICTS

Fabio Bortolotti

Several companies have been (or are at present) unable to fulfil their obligations due to COVID19

Parties have concentrated their attention on the issue whether the non-complying party is exempted from responsibility due to Force Majeure or not.

BUT THIS IS NOT THE REAL PROBLEM

The main problem for business is not to decide who is responsible, but, on the contrary, how to restart the relationship in the most constructive way.

**THIS REQUIRES AN EFFORT OF
NEGOTIATION AND ADAPTATION**

as we will discuss today

THE WEBINAR WILL DEAL MAINLY WITH THE FOLLOWING ISSUES:

- Tools for identifying and agreeing compromise solutions: mediation/facilitators.
- «Playing» a mock case where some major issues are discussed between two parties.
- Imagining future strategies after the pandemic.

THE DISCUSSION OF A PRACTICAL CASE

- GLORIA spa markets clothing for teenagers
- The company manages a successful franchising network in Italy
- Gloria also distributes in Germany and Austria through an importer who manages a selective distribution network

The franchisees and the German importer have suffered dramatic losses due to the pandemic

- Italian franchisees have no more cash, have unsold products, must adapt their shops to Covid prescriptions, cannot pay expensive locations
- The German importer has no more cash and needs payment delays. The members of his selective distribution network need commercial support

AN EXAMPLE OF CONSTRUCTIVE RENEGOTIATION

The «Gloria» mock case is divided in two sessions:

1. Renegotiation of contractual conditions between the Supplier and the Italian franchisees
2. Renegotiation with the German importer of payment conditions and support to his selective distribution network



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THE FIRST SESSION

GLORIA's manager responsible for the
franchising network:

FEDERICO RIZZO

Representative of franchisees:

BEATA KRAKUS

Facilitator

CARLO MOSCA



THE SECOND SESSION

GLORIA's manager responsible for the
wholesale network:

DANA DOMBROWSKI

CEO of BB-Import GmbH:

OLGA SZTEJNERT-ROSZAK

Facilitator

IGNACIO ALONSO