MERCURY

Managing Partnerships and Strategic Alliances Course

2 – 6 May 2027
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 15258_1083036 **Date:** 2 – 6 May 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction:

This managing partnerships and strategic alliances program will equip you with the knowledge and skills necessary for creating and managing a wide range of strategic alliances and partnerships, covering a spectrum from domestic partnerships to global ventures such as joint ventures, licensing agreements, buyer-supplier partnerships, and consortia.

The managing partnerships and strategic alliances course investigates the circumstances under which partnerships are preferable to alternative growth strategies, illuminating the associated costs and benefits. By the conclusion of this managing partnerships and strategic alliances course, you will have gained practical tools to navigate the complex landscape of alliance management.

What is Partnership Management?

Partnership Management is a critical facet of managing partnerships and strategic alliances. It involves overseeing and coordinating relationships between an organization and its strategic partners. It also includes negotiating, implementing, and continuously improving alliances to achieve mutual business goals. This course on managing partnerships and strategic alliances will provide insights and frameworks for understanding and succeeding in partnership management.

Targeted Groups:

- Business Analysts.
- Senior Government Personnel.
- Legal Advisors.
- Financial Advisors.
- Directors and Senior Management from Private Infrastructure/Public Utility Sectors.
- Technical and Financial Consultants.

Course Objectives:

Upon the end of this managing partnerships and strategic alliances course, participants will:

- Analyze and determine when to make, buy, or ally.
- Create and manage value-adding alliances.
- Avoid common pitfalls that can lead to alliance failures.
- Negotiate before, during, and after alliance agreements are signed.
- Anticipate critical legal, financial, and operational issues in alliances.
- Manage complex, multiple alliance initiatives within your organization.

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Targeted Competencies:

At the end of this managing partnerships and strategic alliances training, participants' competencies will be able to:

- Strategic Thinking.
- Negotiation Skills.
- Relationship Management.
- Conflict Resolution.
- Communication Skills.
- Collaborative Problem Solving.
- Partnership Development.
- Cross-Cultural Competence.
- Risk Management.
- Legal and Regulatory Compliance.

Course Content:

Unit 1: Promises and Pitfalls of Alliances:

- Evaluate risks and returns.
- Avoid alliance failure factors.
- Increase the probability of successful managing strategic alliances.
- Address the challenge of cooperation among a large number of partners.

Unit 2: Make, Buy or Ally:

- Know when to use alliances as a business development strategy.
- Protect your company's interests strategically and contractually.
- Detect when your partner has a win/lose orientation.
- Understand the role of strategic alliances and partnerships in the network economy.

Unit 3: Alliance Decisions and Capabilities:

- Transition your status from vendor to partner.
- Bolster partnership management across the organization.
- Structure an alliance for organizational learning.
- Create internal alliances.
- Elevate strategic alliance management capabilities.

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Unit 4: Economic and Governance Issues:

- Tackle cultural differences in alliances with a lens toward emerging economies.
- Map out competitors' alliances.
- Apply a framework for comprehensive stakeholder analysis.

Unit 5: Analyzing and Designing Joint Ventures:

- Discuss strategic and operational considerations.
- Prepare for critical legal, accounting, and financial issues.
- Discover value in cooperation.
- Anticipate conflict and instability in scenarios where your company has multiple alliances.