

GLOBAL PURCHASING: HOW YOUR COMPANY CAN ACT STRATEGICALLY IN THE MARKETPLACE AND BE INCREASINGLY MORE COMPETITIVE TO NEGOTIATE IN A GLOBAL COMPETITIVE ENVIRONMENT.

- FINE TUNED TO THE COMPANY'S BUSINESS SECTOR
- KNOWLEDGE OF SUPPLY SOURCES
- STRENGTH OF THE INTERNET / E-MAILS
- DIFFERENT CULTURES – HOW TO SURVIVE?
- PROFESSIONALS WITHOUT BORDERS

NEGOTIATING WITH SUPPLIERS / VENDORS



NEGOTIATING: ART, OPPORTUNITY OR SPECULATION

- ART
- OPPORTUNITY
- SPECULATION

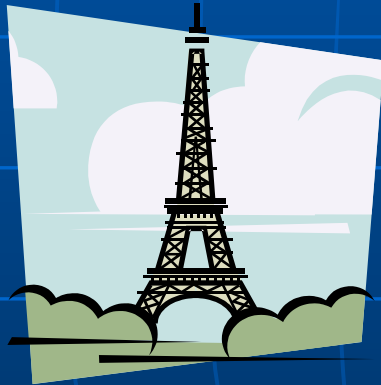


VALUES TO BE CONSIDERED WHILE NEGOTIATING

- SAMPLES
- FLEXIBILITY
- DELIVERY DATE
- PAYMENT TERM
- SHIPPING
- PACKAGING
- INSURANCE
- TECHNICAL SUPPORT
- QUALITY
- SPARE PARTS
- WARRANTY
- INSTALLATION
- TRAINING
- TECHNOLOGY
- ON-TIME DELIVERY
- CONSIGNMENT
- LOGISTICS
- COMPANY IMAGE
- TRADITION
- QUICK CUSTOMER SERVICE
- REPUTATION
- ISO 9000 / ISO 14000
- PRODUCT SPECIFICATIONS
- PRICE

GLOBALIZATION

GLOBALIZATION: HOW TO UNDERSTAND DIFFERENT CULTURES



- AMERICAN
- EUROPEAN
- ASIAN
- LATIN AMERICAN

T H A N K Y O U

VITAL MARTINS FILHO

JUNE/1999 – MISSION

FEBRUARY/2000 - IIR