

AMAN UNION 2016 TRAINING COURSE

MONDAY, 2ND MAY 2016

EXCURSION PROGRAM

1- Umrah -Makkah Almokarama

07:00 – Departure time from
Crown Plaza Jeddah to Makkah

16:00- Departure time from
Makkah to Crown Plaza Jeddah



2- Dinner at Amarah Restaurant

19:30- Departure time from
Crown Plaza to AMARAH
RESTURANT

22:00 – Departure time from
AMARAH RESTURANT to Crown
Plazza



TRAINING COURSE

TRAINING TOPIC:
**COUNTRY RISK ANALYSIS AND CUSTOMER
RELATIONSHIP MANAGEMENT**

PROVIDED BY



HOSTED BY



VENUE:

Thiqah Headquarter, King Tower – King Road (7th Floor)

Jeddah, Kingdom of Saudi Arabia

Agenda

DAY ONE – TUESDAY MAY 3

- 08.00 – 8.45 Registration
08:45 – 9:00 Welcome address
- 09:00 – 10.30 **an introduction to Country Risk Analysis**
- What comprises Country Risk Analysis?
- Country risk, Political risk and Sovereign Risk: what are the differences?
- Fat tail risks
- Key economic indicators and case studies
- Qualitative variables and case studies
- 10:30 – 11:00 Coffee break
- 11:00 – 12:00 **SACE Approach to Country Risk Analysis**
- OECD Country Risk Classification: methodology and criteria
- Case studies
- Better than sovereign
- SACE's approach and Country Risk Map
- Case studies
- Terms of cover
- Impact of country risk on the due diligence process
- Case studies
- 12:00 – 13.00 **Political Risk Insurance (PRI)**
- What is PRI?
- Covered Risks
- Compensation and Recovery
- Risk Assessment: Country level vs. Project level
- Case studies
- 13:00 – 13.30 Coffee break
- 13.30– 14.00 **Sovereign Risk Analysis: an introduction**
- Differences between Country Risk and Sovereign Risk
- Brief History of Bubbles and Defaults
- 14.00 – 15.30 **Variables and External Support**
- Quantitative and qualitative variables for the analysis
- Case Studies
- External Support: IMF and other IFIs
- Debt Relief and Debt Restructuring
- Paris Club and London Club
- Case studies

15.30 – 16.30 **Sub-Sovereign Risk Analysis**

- Definitions and Legal Status
- Potential support analysis
- Main indicators and criteria
- Case studies

16.30 – 18:00 Lunch at AMARH Restaurant

DAY TWO – WEDNESDAY MAY 4

08.00 – 8.45 Registration

08:45 – 9:00 Welcome address

09:00 – 10.00 **Customer Relationship Management**

- Evolution of the relation with the client
- Typologies of CRM's Approaches
- CRM for an ECA

10.00 – 11.00 **Defining the targets**

- Vision, Mission and Strategic goals
- ECA's Mission
- Business Model and Business approach
- KPIs: monitoring the evolution

11:00 – 11:30 Coffee break

11:30 – 13:00 **the customer for an ECA**

- Definition of customer
- Understanding customer needs and meeting customer expectations
- Customer Experience Management (CEM)
- Database and Portfolio (e.g. SACE CRM)

13:00 – 15:00 **Distribution channels**

- Domestic and International Network
- Fair and exhibitions
- Network, dedicated people or brokers
- Cooperation agreements with banks
- Advisory for SMEs
- SACE Online Channel

15:00 – 15:30 **Relation with the client: guidelines and case studies.**

15:30 – 16:00 closing of the Training and distribution of certificates

16.30 – 18:00 Lunch at AMARH Restaurant

Course description:

This two day course will be developed as an interactive and intense program that, through the extensive utilization of case studies and real examples, will present the main feature of Country Risk Analysis and Customer Relationship Management.

Suitability – Who should attend?

Senior Management, Experienced staff and junior professionals of AU members from the risk analysis, underwriting, marketing and commercial department.

SACE's Specialists Team

Marco Ferioli, Head of SACE Dubai | UAE and Mena Region

Marco Ferioli is the Head of the SACE DUBAI office covering the Middle East and North Africa Region. Previously, Marco has spent more than four years in Turkey where he opened on May 2010 SACE Istanbul the liaison office for institutional, representative and business development activities in Turkey and in the neighborhood countries of the Near East. Marco has been working for SACE since 2005 following the start-up and development of the Milan Office, first as the Senior Account Manager and then as the Senior Policy Underwriter responsible for Top and Large Corporate and Banks in the North-West part of Italy. Prior to joining SACE in 2005 and after his graduation in business finance from the Bocconi University of Milan, Marco has worked for the export and project finance services of Snamprogetti (an EPC company of ENI Group now merged into Saipem) and of the Pirelli Group where he was also responsible for the Credit Management (2001) and Financial Planning (2004) services of the Cables and Systems divisions (now Prysmian Group).

Marco Minoretti, Head of Global Solutions

Marco is currently Head of Global Solutions within SACE's International Relations and Network Department. Marco joined the company in 2005 and started working as a Country Risk Analyst in the Economic Analysis and Research Department focusing on Emerging Europe and CIS countries. He was seconded in Moscow in SACE Representative Office for three times (in 2009, 2010 and 2013-14) where he continued to work as Country Analyst, monitoring the markets trends in CIS region, but also as a Senior Account, origination transactions and cultivating business relations with major counterparts. In 2011-12 he joined the Export Credit and Structured Finance Department working in the Political Risk Insurance Unit, underwriting trade finance transactions with sovereign and sub- sovereign counterparts and political risk insurance programs for multinationals and banks investing in emerging markets. Marco holds a degree in Political Science and International Relations from the Catholic University of Milan and a Master's degree in Economics and International Relations from the Postgraduate School of the same university (ASERI, Milan).