Experience report: first license agreement with Poland

International Association of Controllers

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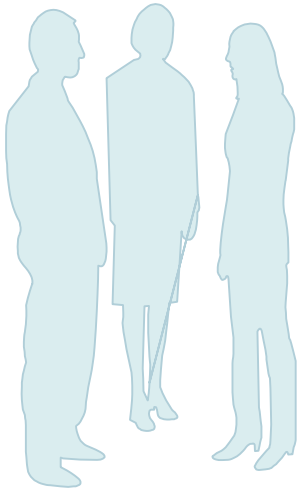
Controlling – Creating future

ICV Country Strategy – internationalization strategy



Current license model of the ICV

Rules for the Country Partners (CP)		Fee (EUR)
1. Membership (to be paid from the beginning)		+50 € for each recorded member out of member fee
2. Right to use the ICV brand (in accordance with the ICV corporate identity)		+constant annual fee agreed between CP & ICV
3. Right to organize events under ICV brand	Congress	First year: 3% Second year: 5% Third year: 7% of the total turnover of each ICV in the country
	Work Group Meetings	
	Seminars in agreement with CA or certificated by the IGC	
4. Right to translate into country language and use ICV materials	Know-How ENG (articles)	
	Marketing (E-News ENG)	
	Web Site	

Current situation of ICV license agreements

1 → 2 → 3

2015	2015, 2016	2017-2018…
Pilot Country Partner agreement with Poland	Following Country Partners agreements with: Serbia, Hungary, Poland…	Each 3 to 5 years Country Partners are obligated to show their development

Experience report: ICV Poland

Risks

1. **Lack of activity of the present ICV members**
   - ✖ Attendance problems
   - ✖ No obligation to activity
   - ✖ Knowledge on the quality of controllers impossible to verify
2. **ICV loss-making business**
   - ✖ Target ICV results in Poland: 0
   - ✖ Low attendance - problems with financing fixed costs connected to the license model for Poland
3. **Many offers of controlling development on the polish market**
   - ✖ dispersion of potential ICV members
   - ✖ diverse level of knowledge and experiences in controlling.

Chances

1. **Knowledge and ICV experiences**
   - ☑ highest level of quality: materials, reports, polish translation, special guests
2. **Growing interest in membership**
   - ☑ obstructed possibility to obtain the membership equals growing interest
3. **Academy Controller Programme**
   - ☑ great chance for the licensee
4. **Educating, supporting, creating innovative trends for polish companies**
   - ☑ building brand and ICV awarenes

ICV Poland – task force meeting, 27.10.2017

ICV Poland - strategy

ICV Poland

1 Controllers from huge companies

2 Polish family companies

New Trends:

- Big Data
- Business 4.0
- Business Analytics
- Digitalisation…

Mission:

- educating, promoting and creating innovative trends in controlling
- help with planning and/or developing career path through cooperation with advisory services and building brand and ICV awarenes in Poland

Goals realization:

- **Core**: regional structures, meetings, trainings Think Tanks, Expert Groups
- **Values**: cooperation with polish family companies
- **Innovation**: developing of ICV awareness, value added for companies
- **Growth**: supporting young and experienced employees

Thank you for your attention