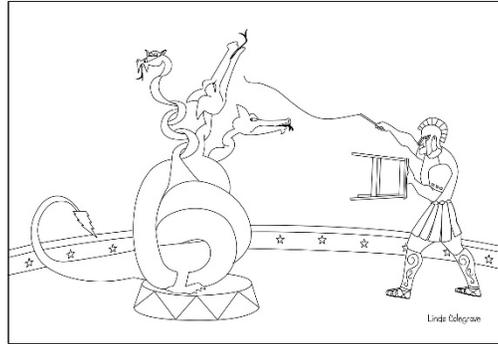




## THINK

Call it what you wish: Offsets, Counter-trade, or Industrial Participation. The first step is to be cognitively aware that an offset obligation likely exists associated with your international defense pursuit. It is a national policy that requires reverse investment to win a major defense program. It is something that has to be taken into account from the beginning of the international business effort. You do not want to be unpleasantly surprised late in the stages of final negotiations about a sudden need to propose a solution to an offset obligation.



## LEARN

Now that you are thinking about the potential need for offsets, learn what offsets are and how to appropriately respond. The general concept of offsets is not hard, but devils thrive in the details. Over 100 countries require offset. Every country has a different policy. There are multiple ways to solve an offset obligation – direct work on the program, indirect (unrelated) orders, and investment. Learn the different options for solving offsets. Learn the country policy and its history of implementation. Practice how to respond to an offset policy.



## ACT

Now that you have thought about offset obligations and learned about offset options, create an offset plan in advance. No plan entirely survives first contact with the adversary. However, the offset office in a nation is not necessarily your adversary. Remember they want a successful program as much as you do. A comprehensive and well researched proposal will go a long way towards a successful overall business strategy. Just knowing you are thinking about and learning about offsets already puts you ahead of much of your competition.

## Services

**Training** - Any level can be contracted, from a short introductory pitch to a full seminar including role-playing as an offset negotiator. This gives your employees the toolset they need to handle the demands of creating an offset proposal and negotiating the deal.

**Company Consultation** – Advice and support on crafting and negotiating a proposal, whether in person, by phone, and by email at a negotiated rate to facilitate budgeting for the service.

**Country Consultation** – Support for creating or updating an offset policy as well as the potential, if desired to be retained for advice and recommendations on received proposals.

## About

Dr. Alan Colegrove has been in the international defense industry for over 25 years. A graduate of the U.S. Naval Academy and former Navy fighter pilot, he has lived over a decade overseas in places as diverse as Japan, Malaysia, and the United Arab Emirates. He has experience doing business in over two dozen countries around the world and is currently the lead trainer at the Global Offsets and Countertrade Organization. With his engineering background and professional registration, graduate degrees in management, international relations, and defense economics, and his network of colleagues, he can help solve your offset needs.



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