

# IUCAB Congress 2023

**Friday, May 19, 2023**

- 09h00 – 16h30 **IUCAB Congress**  
(Association building, Am Weidendamm 1 A, 10117 Berlin, room 1 + 2)
- Motto: **Unifying cultures. Connecting business!***  
(Congress Moderator: Tim Cortinovis - [www.cortinovis.de](http://www.cortinovis.de))
- 09h00 – 09h15 Opening and welcome - **“positioning IUCAB - importance of IUCAB for commercial agents”**  
Olivier Mazoyer, President of IUCAB / Christian Rebernig Secretary General of IUCAB  
[www.iucab.com](http://www.iucab.com)
- 09h15 – 10h00 Prof. Trond Bergestuen, **„A multinational study of the relationship between commercial agents and the companies they represent”** [www.uwec.edu/profiles/bergestt/](http://www.uwec.edu/profiles/bergestt/)
- 10h00 – 10h30 Verick Schick - Agency for Business & Economic Development <https://wirtschaft-entwicklung.de/en/>  
**“Challenges and Opportunities: Cooperation with the Private Sector in developing countries”**
- How can the private sector cooperate with development cooperation?
  - What are typical challenges when entering a market in a developing or emerging country?
  - What role plays the Act on Corporate Due Diligence Obligations in Supply Chains?
- 10h30 – 10h50 coffee break and networking
- 10h50 – 12h50 Tim Cortinovis - [www.cortinovis.de](http://www.cortinovis.de) **“A changing world - changing distribution”**  
Keynote followed by three separate workshops; at the end, brief presentation of the results from the individual workshops.
- Workshop 1: Social selling - automated sales - what's behind it?
  - Workshop 2: Are we reaching the right target groups with which the right sales methods?
  - Workshop 3: Digital distribution channels - how can I use them for my business?
- 12h50 – 13h50 lunch break and networking
- 13h50 – 14h35 Dirk Ziems - [www.conceptm.eu/en/](http://www.conceptm.eu/en/) **“Global change through various crises”**
- Impact of the multi-crisis on the attitude to life and consumer sentiment
  - Shift in lifestyle values and impact on different consumption sectors
  - Shift of attitudes towards salesmanship
- 14h35 – 15h10 Charles M. Cohon - [www.manaonline.org](http://www.manaonline.org) **“The secret to success with commercial agents: It's not Business, It's Personal”**
- 15h10 - 15h30 coffee break and networking
- 15h30 – 16h00 **“The Growth Formula for Distribution companies in a Changed B2B Landscape”**  
tba, LinkedIn (confirmed)

16h00 – 16h30 Panel discussion - "**Personal sales - where is the journey going?**"  
Speakers from the previously performed presentations

16h30 Concluding remarks and farewell