



THE COUNCIL OF BRITISH CHAMBERS OF COMMERCE IN EUROPE

COBCOE PARTNERSHIPS

Promote your company
Position your brand
Support British and European business
Gain recognition
Discover new opportunities

www.cobcoe.eu



Introduction to COBCOE partnerships

Why COBCOE?

COBCOE, the Council of British Chambers of Commerce in Europe, is the membership organisation for British chambers of commerce and business associations in Europe. Established 45 years ago, we have become recognised as a facilitator and driving force for international trade and business.

Independent, non-profit making and apolitical, we unite business communities across Europe and beyond. Our network of COBCOE members represents around 12,000 businesses and is the only pan-European British business network.

We remove barriers to international trade and business by focusing on practical solutions, initiating services that create value for our members and opportunities for their members, and by carrying out research and thought leadership projects.

Why do we need partners?

We rely on corporate partners to support our work. We offer a range of benefits and contribution levels which are outlined in this document.

What our partners say

"For us, the partnership is about the alignment of our brand. It has been good to work with COBCOE over the years because its members are the organisations and chambers that our members also work with. Through our partnership with COBCOE, we have been able to work together to support the business environment for our members living and working in Europe. The networking opportunities have also been particularly useful to us."

Caroline Newton, European Affairs Manager, ICAEW



KOMPASS

"It was very obvious early on that COBCOE is very well connected and playing in the same space that was of interest to us."

"The COBCOE organisation has very professional people, an influential voice and very clearly operates with the highest level of ethics and ambition to serve their membership and network communities"

Stuart Pocock, Managing director, Kompass UK

"We were attracted to COBCOE partnership by the wide network of chambers of commerce, and by the ease of dealing with an organisation that represents them all in one place. COBCOE is very engaged with its members, giving value, putting new initiatives together and involving and uniting the community."

We are very pleased to position our brand alongside COBCOE and have really benefited from the introductions that the partnership has brought us."

Farah Farazad, CEO, Farazad Productions



What could COBCOE partnership do for you?

COBCOE is a force for change and a champion of multilateral trade, cooperation and best practice. Our aim is to deliver real value to all stakeholders.

COBCOE partnerships are intended to be mutually beneficial – working together we can help meet your goals.

Meet commercial objectives

Becoming a COBCOE partner is a simple and cost-effective way to meet commercial objectives regarding company positioning or brand alignment, general exposure, profile raising and the generation of goodwill. COBCOE and its members are dynamic, not-for profit organisations at the cutting edge of business support across Europe.

Benefit from unique communications opportunities

As a partner, your company becomes visible to senior level executives involved in international business in Europe and beyond. Partnerships open up additional editorial and advertising opportunities in COBCOE newsletters and publications, as well as the chance to sponsor or create events which can tie in with your own content marketing strategy.

Connect and exchange ideas with exclusive events

Participate, host, speak and connect with your peers at COBCOE's exclusive Executive Briefings tackling a wide range of relevant topics. These briefings are facilitated by COBCOE specifically for the benefit of Corporate Partners, providing access to government officials and senior business personalities and the opportunity to learn about and discuss current and future trends in business.

Visibly support British business overseas

If you would like your company or brand to benefit from real business opportunities, while also being seen to support British international business, and gaining recognition for doing so, partnering with COBCOE is an ideal way to achieve these goals.



Corporate partnership levels

Global Strategic Partner

A tailored package, custom-made to suit a particular organisation's objectives, it includes all or any of the benefits outlined below, plus specific benefits, services or publications. The cost is £20,000 plus VAT per year and above. The number of partners in each sector is limited.

Strategic Corporate Partner

This provides a high degree of cooperation and support and the opportunity to work with COBCOE on a specific project or business development idea. There is also the opportunity to be a named Preferred Service Provider under the COBOCE Make Europe Work! trade promotion scheme, have company news posted on the COBCOE website and included in newsletters, in addition to the all the benefits of Corporate and Corporate Plus partnerships outlined below. Cost: £5,000 plus VAT per year.

Corporate and Corporate Plus Partner

Corporate Plus Partners (£2,500 plus VAT per year) benefit from the standard benefits shown below and are invited to:

- Contribute to the Knowledge Bank on the COBCOE website
- Contribute to the COBCOE newsletter 'Window into Europe and Make Europe Work! magazine
- Sponsor, host or speak at events
- Join COBCOE Connects, the online trading platform, free of charge (if required or suitable)

Standard benefits at the Corporate Partner level (£1,500 plus VAT per year) include:

- A profile page on the COBCOE website and news item to announce the partnership
- Inbound links from the COBCOE website and social media support
- Invitations to COBCOE events
- Invitations to special Executive Briefings for partners
- Introductions to leadership teams in the COBCOE network of chambers, as required
- Partners' newsletter

Current Global Strategic and Strategic Corporate Partners

KOMPASS



Yellow Jersey

fifth STEP™

flywire



Guide to Corporate partnership benefits

	Corporate Partner	Corporate Partner Plus	Corporate Strategic Partner
Cost	£1,500 + VAT pa	£2,500 + VAT pa	£5,000 + VAT pa
Partnership announcement on COBCOE website and social media linking to partner website	✓	✓	✓
Profile page on COBCOE website with links to partner website	✓	✓	✓
Logo in partner slider at the bottom of all COBCOE pages linking to partner website	✓	✓	✓
Social media support	✓	✓	✓
Invited to COBCOE events	✓	✓	✓
Invited to Executive Briefings for partners	✓	✓	✓
Signpost / introductions to COBCOE network leadership teams throughout Europe	✓	✓	✓
COBCOE newsletter for partners	✓	✓	✓
Named a Trusted Service Provider for Make Europe Work! section *	–	✓	If required or suitable
Contribute to the Knowledge Bank	–	✓	✓
Invited to contribute to COBCOE publications	–	✓	✓
Invited to sponsor / host / speak at events	–	✓	✓
COBCOE Connects membership (optional)	–	If required or suitable	If required or suitable
Company news on the COBCOE website	–	–	✓
Work within the Thought Leaders Programme on a specific project/ themed event *	–	–	✓

* Trusted Service Providers

Make Europe Work!® was launched in 2014 to give businesses information, help and support. The initiative draws on the experience and expertise of the COBCOE network to combine practical assistance with knowledge sharing, a key part of which is the bi-annual Make Europe Work!® magazine and events.

COBCOE Trusted Service Providers are a group of preferred service providers that partner with COBCOE to provide practical expertise and support for companies looking to do business internationally. Companies are drawn from law firms, accountancy, insurance and other business services companies, banks, logistics and freight forwarding, translations, market entry providers, digital solutions, and many others. If your company is a practical solutions provider for international trade and would like to join forces with COBCOE as a partner in this programme, please get in touch.

***Thought Leaders Programme**

Working with corporate partners to build a wide, powerful multilateral network of influencers that create and deliver essential, current and relevant Thought Leadership programmes and initiatives that influence policy on key topics for business.

Projects will comprise research, reports, events, opinion papers highlighting topics such as: EU competitiveness, Brexit, SME support, new emerging markets, business trends such as technology and innovation driving new skills for business, regulatory framework for a competitive environment, accessing finance to grow a business, and many more.

Groups of partners with similar interests and scope to work with us to drive each key topic will be formed and will be fully acknowledged and credited for their individual and collective contribution to each project. In doing so, we are assisting partners to be positioned and demonstrate leadership in individual key sectors and on subject areas of expertise and working together to improve the business environment and provide support for business, particularly the SME sector.

Current Corporate Partners

[To view COBCOE's list of partners link here](#)

Additional COBCOE partnership opportunities

COBCOE Brexit Ambition project

Through this thought leadership project we published a major research report in 2017 'Brexit – the Voices of European Business', which was well received by governments and negotiators around Europe. Phase two of the project was a follow-on report 'Review of European Business Views on the Transition Period' published in March 2018. The cost of becoming a Brexit Partner is £15,000 plus VAT for the duration of each phase, plus additional intellectual/ operational support and report producing input.

Event partnerships 2018

COBCOE 45th Anniversary and Awards Dinner, 8-9 October 2018

2018 marks COBCOE'S 45th Anniversary and we are planning a celebration in London in October.

Event Partners are invited to sponsor the conference, and/ dinner and business awards.

Packages range from £2,000 to £5,000 plus VAT. In kind sponsorship, such as venue provision, is welcome.

We are also seeking support for the provision of refreshments for a contribution of at least £2,500 plus VAT, plus any additional venue corkage charges.

COBCOE Connects Visibility Partners

Visibility partnerships are available on our revolutionary new online platform to help businesses find trusted contacts in new markets. This type of partnership may be available as part of a Strategic Partnership package if required, depending on availability and suitability. The cost for Visibility partnership is €2,500 plus tax per annum. For more information, visit [COBCOE Connects](#).

More about COBCOE

International networks

COBCOE was founded in 1973 as Britain was joining the European Economic Community. Today, we have members in most European countries, with a network that reaches from Norway in the north to Cyprus in the south, and from Portugal in the west to Russia in the east.

A further 50 chambers of commerce and other non-profits promoting international trade are affiliated to COBCOE. These affiliates include UK-based chambers of commerce, British chambers of commerce located around the world and other organisations that promote international trade and investment.

What does COBCOE do?

We work with our members, affiliates and corporate partners to remove barriers to international trade and business. We do this by focusing on the following areas:

International trade support

Through the **Make Europe Work!** programme we have developed a range of services, engaged with service providers and created a support scheme from our network. We also publish a magazine and are compiling a knowledge bank. We organise events and can also organise delegations to and from the UK.

Representation and thought leadership

The **Evolving Europe** and **Brexit** projects have ensured that the voice of European business is heard by legislators and negotiators. Our Brexit initiative aims to ensure that negotiators on both sides are aware of the realities of existing business relationships in order to protect them.

Creating business opportunities and value to chamber members

COBCOE Connects is a revolutionary new digital platform for international trade launched in 2016 and still in development. It links chambers of commerce online so that businesses can find trusted contacts in new markets that are matched to their individual needs. It combines the latest technology with personal moderation by people who know their markets.

To become a COBCOE Corporate Partner

Please contact Anne-Marie Martin, COBCOE Chief Executive by email: anne-marie.martin@cobcoe.eu. Or call our London office: +44 203 290 1468.



About Kompass

For over 70 years Kompass has helped companies grow by improving sales, marketing, procurement and research activity. Kompass provides a suite of services covering business data, marketing, sales intelligence software, global buyer/supplier portals and more.

Kompass is found in over 70 countries, and business information is locally collected and maintained by data specialists in each country. This delivers fresh, up-to-date and, importantly, compliant data combined with a unique breadth of expertise in local and international business information, whether businesses are looking for new leads for marketing or new contacts for export.

Development of the partnership

Kompass UK became a partner of COBCOE in 2015. Originally, the partnership was based on COBCOE's work to connect different business communities across Europe through the network of chambers, because Kompass was focused on promoting its global business by supporting cross-border trade.

Kompass has a strong history of working with chambers of commerce. When the partnership began, its business services were made available to the members of chambers of commerce in the COBCOE network.

"It was very obvious early on that COBCOE is very well connected and playing in the same space that was of interest to us" recalls Stuart Pocock, Managing Director of Kompass UK.

Around the time the partnership was formed, COBCOE had begun to lay the foundations for a new online platform for international business development, to help companies find trusted contacts in new markets matched to their needs through chambers of commerce, working with an external company, TIAO. Kompass was invited to help with the platform's development, using its database to fill any gaps while the platform grew, and has since become an intrinsic part of the fast-growing online service.

"COBCOE is clearly forward thinking and this has

resulted in a piece that has played very well for us" says Stuart Pocock. "There is a definite sense that we truly have a strategic partnership, rather than just an association."

Benefits of working with COBCOE

"The COBCOE organisation has very professional people, an influential voice and very clearly operates with the highest level of ethics and ambition to serve their membership and network communities" comments Stuart Pocock.

Through the partnership, Kompass has also benefited from introductions to a wide range of interesting, influential and, ultimately, potentially valuable contacts.

Stuart Pocock notes that there was initially a degree of altruism and trying to help when Kompass first became a COBCOE partner. Ultimately, Kompass does require the relationship to be commercially advantageous, and although this can sometimes be difficult to measure with partnerships. In this case, however "There is a definite sense that our partnership with COBCOE has been a very valuable relationship in terms of positioning and scale, plus some solid introductions to people that may not have been so easily reached without a friendly introduction from COBCOE" Stuart Pocock concludes.

The COBCOE partnership underpins the global ambitions that Kompass supports in driving cross-border trade through its products and services. The partnership has also given Kompass a new marketing angle. "We regularly talk about what we're doing with COBCOE" adds Stuart Pocock, "The support we give and the recognition we get is very valuable to us."

