XCELERATE TRAINING INSTITUTE

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CONTRACT MANAGEMENT & LAW

Commercial Agency, Distribution and Franchise Agreements Training Course

Structuring and Managing Market-Entry Agreements in the Gulf

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	CM-109

Upcoming dates

Dates	Venue	Format	Fee
18 – 20 Jan 2027	Live online	Online (live)	€900
22 – 24 Feb 2027	Amman	Classroom	€2,600
3 – 5 May 2027	Amsterdam	Classroom	€3,200
26 – 28 Jul 2027	Live online	Online (live)	€900
9 – 11 Aug 2027	Barcelona	Classroom	€3,200
15 – 17 Nov 2027	Berlin	Classroom	€3,200

Register or ask a question

Online: x8ti.com/course/commercial-agency-distribution-and-franchise-agreeme…

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Commercial Agency, Distribution and Franchise Agreements Training Course

Introduction

Commercial agency, distribution and franchise agreements are the main routes for international brands to enter Gulf markets and for local companies to expand. Each country has specific laws on registration, exclusivity, compensation and termination.

This course explains how these agreements work, the key legal rules in the region, and how to negotiate and manage them to protect both principals and local partners.

Learning Objectives

By the end of this course, participants will be able to:

- Distinguish agency, distribution and franchise models
- Understand commercial agency laws in the Gulf
- Draft and negotiate key clauses
- Manage exclusivity, territory and performance targets
- Handle termination and compensation claims
- Manage relationships with agents and distributors

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants analyse sample agreements and negotiate key clauses in practical exercises.

Benefits for Your Organisation

- Well-structured market-entry agreements
- Reduced termination and compensation risk
- Better performance from partners
- Compliance with local registration rules

Benefits for You

- Practical knowledge of agency and franchise law
- Ability to review key clauses
- Negotiation skills for partner agreements
- Valuable knowledge for commercial roles

Who Should Attend

This course is designed for:

- Commercial and business development managers
- In-house lawyers
- Franchise and channel managers
- Sales directors
- Entrepreneurs and business owners

Course Outline

Day 1: Business Models and Laws

- Agency, distribution and franchise compared
- Commercial agency laws in the Gulf
- Registration requirements
- Exclusivity and territory
- Competition law considerations

Day 2: Key Agreement Terms

- Products, territory and duration
- Performance targets and reporting
- Pricing, payment and stock
- Intellectual property and brand use
- Franchise fees and operations manuals

Day 3: Managing and Ending Agreements

- Managing partner performance
- Termination and non-renewal
- Compensation claims
- Dispute resolution
- Practical negotiation exercise

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Registration Form

Commercial Agency, Distribution and Franchise Agreements Training Course

Preferred dates: ..... Venue or online: .....

Duration: 3 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Email this form
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Register online
Open the course page