MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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DEVELOPING STRATEGIC PARTNERSHIPS, JOINT VENTURES & CONSORTIA

"Structuring High-Impact Collaborative Alliances for Growth, Innovation, and Market Access"

Schedule

Date	Venue	Fees (Face-to-Face)
23 – 27 Feb 2026	Kuala Lumpur, Malaysia	USD 3495 per delegate
11 – 15 May 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Strategic partnerships, joint ventures (JVs), and consortia have become vital tools for companies seeking to expand globally, innovate rapidly, and share resources and risk. However, many collaborations underperform due to unclear objectives, misaligned cultures, or poor governance.

This 5-day course delivers a practical framework for designing, negotiating, and managing successful partnerships, JVs, and consortia. Participants will gain tools for assessing strategic fit, developing governance models, mitigating risks, and maximizing value creation across the alliance lifecycle—from planning and due diligence to execution and exit.

Objectives

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

- Identify the strategic rationale and business cases for partnerships and alliances
- Design effective partnership models, governance frameworks, and ownership structures
- Conduct partner selection, due diligence, and risk assessment
- Negotiate and formalize agreements with clarity and alignment
- Manage performance, conflict, and exit planning for long-term success

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Why Attend

- Learn to create alliances that are strategically aligned and operationally sound
- Avoid common pitfalls in JV and consortium formation
- Gain tools to improve collaboration, transparency, and value sharing
- Enhance internal readiness to lead or participate in complex partnerships
- Strengthen your negotiation, legal, and governance capabilities

Target Audience

This program is designed for:

- Business development and strategic planning professionals
- Legal and contract managers
- Corporate finance and investment officers
- Senior executives forming alliances, JVs, or multi-party ventures
- Public-private partnership (PPP) and consortia managers

Individual Benefits

Key competencies that will be developed include:

- Ability to assess and structure high-impact collaborations
- Strategic thinking in partnership development and lifecycle planning
- Negotiation and conflict resolution in multi-stakeholder settings
- Legal literacy around partnership agreements and governance
- Practical insight into global alliance success factors

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved success rates in partnerships and JV outcomes
- Faster time-to-market through shared resources and capabilities
- Risk-sharing frameworks that protect financial and operational interests
- Stronger alignment with strategic partners and stakeholders
- Enhanced agility in responding to growth opportunities and market dynamics

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Models of collaboration, risk/reward structures, and exit strategies
- Case Studies – Real-world examples of successful and failed partnerships
- Workshops – Due diligence planning, term sheet design, and governance simulations
- Peer Exchange – Cross-industry partnership challenges and lessons
- Tools – JV evaluation scorecards, risk-sharing templates, alliance KPIs

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Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format**: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Strategy and Partnership Models

- Module 1: The Strategic Role of Alliances (07:30 – 09:30) • Why firms partner: access, scale, innovation, risk-sharing • Spectrum of collaboration models: JV, consortium, MOU, licensing • Strategic fit and synergy evaluation
- Module 2: Structuring Partnership Models (09:45 – 11:15) • Equity vs. non-equity alliances • Control, ownership, and profit-sharing models • Selecting the right partnership format
- Module 3: Workshop – Alliance Strategy Canvas (11:30 – 01:00) • Teams develop a collaboration framework based on a market entry case
- Module 4: Case Study – Failed JV Analysis (02:00 – 03:30) • Explore a real-world example of a partnership breakdown

Day 2: Partner Selection, Due Diligence & Risk Assessment

- Module 1: Selecting the Right Partner (07:30 – 09:30) • Strategic alignment, cultural fit, and resource compatibility • Evaluation scorecards and red flags
- Module 2: Legal, Financial & Operational Due Diligence (09:45 – 11:15) • Risk assessment tools • Legal, IP, and compliance considerations • Pre-conditions for JV success
- Module 3: Workshop – JV Risk Mapping (11:30 – 01:00) • Teams develop a due diligence plan for a proposed JV
- Module 4: Guest Session or Panel – Legal Insights (02:00 – 03:30) • Expert discussion on structuring enforceable partnership agreements

Day 3: Negotiation and Agreement Design

- Module 1: Key Agreement Elements (07:30 – 09:30) • Roles, responsibilities, capital contributions • Decision rights and voting structures • Exit clauses and dispute resolution
- Module 2: Term Sheet and MOU Drafting (09:45 – 11:15) • From handshake to signed deal • Drafting frameworks and negotiation tips
- Module 3: Workshop – Drafting a Term Sheet (11:30 – 01:00) • Teams draft a mock JV term sheet with negotiation points
- Module 4: Case Review – Cross-Border JV Agreement (02:00 – 03:30) • Key challenges in international JV structuring

Day 4: Governance, Integration, and Execution

- Module 1: JV Governance Models (07:30 – 09:30) • Boards, committees, and decision protocols • Escalation paths and dispute resolution
- Module 2: Operational Planning and Integration (09:45 – 11:15) • Aligning systems, processes, and cultures • PMO and joint operating agreements
- Module 3: Performance Metrics and Dashboards (11:30 – 01:00) • KPIs, milestone tracking, and corrective action • Financial and operational monitoring tools
- Module 4: Workshop – JV Governance Simulation (02:00 – 03:30) • Role-play a joint decision-making and conflict resolution scenario

Day 5: Lifecycle Management and Exit Strategy

- Module 1: Sustaining Strategic Value (07:30 – 09:30) • Periodic reviews and performance check-ins • Reinvestment and renegotiation
- Module 2: Exit and Transition Planning (09:45 – 11:15) • Exit triggers, wind-downs, and buyouts • Communication and continuity planning
- Module 3: Final Simulation – Strategic JV Plan (11:30 – 01:00) • Teams present a strategic partnership plan for a growth case
- Module 4: Debrief and Certification (02:00 – 03:30) • Feedback, discussion, and course wrap-up

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Certification

Participants will receive a Certificate of Completion in Developing Strategic Partnerships, Joint Ventures & Consortia, confirming their ability to design, negotiate, and manage strategic collaborations to support business expansion, innovation, and long-term value creation.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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