



COLLABORATION AGREEMENT BETWEEN AFM (Association Française du Marketing) AND AEMARK (ASOCIACIÓN ESPAÑOLA DE MARKETING ACADEMICO Y PROFESIONAL)

This agreement is made the 25th of February 2021,

BETWEEN: Mr. ÁNGEL HERRERO CRESPO, as President of the Asociación Española de Marketing Académico y Profesional (hereinafter AEMARK), residing in Murcia, Facultad de Economía y Empresa, Campus de Espinardo, 30100 Espinardo (Murcia) and C.I.F. G-84642537.

AND: Mr. ALAIN DECROP, as President of the Association Française du Marketing (hereinafter afm), residing in Namur, Université de Namur, Faculté des sciences économiques, sociales et de gestion, Rue de Bruxelles, 61, 5000 Namur (Belgium) and C.I.F. 592-6944333-87.

BACKGROUND

- I. afm is a non-profit organization founded on 1984 and has its headquarter by FNEGE (Fondation Nationale pour l'Enseignement de la Gestion des Entreprises), 2 Avenue Hoche - 75008 Paris (SIREN number : 497739086).
- II. The purpose of afm is to stimulate and disseminate high-quality research and teaching in marketing and to disseminate marketing knowledge among academic, practioners and society in general.
- III. The afm statutes establish in article 1 "to promote pedagogy, teaching, and research in marketing".
- IV. AEMARK, Asociación Española de Marketing Académico y Profesional, was founded on January 27th, 2006, and registered in the Registro Nacional de Asociaciones (Grupo 1/ Sección 1 / Número Nacional 586873).
- V. The purpose of AEMARK is to provide those interested in the development of Marketing knowledge, whether they belong to the academic or professional context, a venue to stimulate, promote, disseminate and apply Marketing teaching and research.

VI. The AEMARK statutes, in article 3, section e), state “To promote the establishment and maintenance of scientific contacts with national and foreign institutions that pursue identical or similar purposes”

TERMS

FIRST. It is the object of this agreement to establish the bases of collaboration between afm and AEMARK that help the development of both associations.

SECOND. This collaboration agreement will be effective as of the date of its signature and will remain in force for a period of two years from that date. After said date, it will tacitly be extended for successive periods of two years, unless one of the parties, at any time, expresses its willingness to terminate it by sending the other a registered letter with acknowledgment of receipt, with at least one month prior to the end of the initial period of validity of the agreement or of each of the extension periods.

THIRD. afm and AEMARK will facilitate their respective associates the participation, whenever possible, in the life of both associations.

FOURTH. afm and AEMARK will communicate to all their associates the characteristics and scope of this agreement, as well as inform about the characteristics and objectives of both associations.

FIFTH. By prior agreement of the parties, afm and AEMARK shall collaborate in the dissemination of activities organized by the associations, as well as jointly organize events whose purpose is to inform and publicize the objectives of both associations.

SIXTH. In order to provide greater agility in the fulfilment of the agreement and solve the aspects that may arise from time to time, the parties establish a Monitoring Committee that may meet as many times as required. Said Committee shall be made up of the presidents themselves or those persons to whom the presidents delegate, depending on the specific issues to be discussed.

SEVENTH. Failure to comply with this agreement will be sufficient cause for either party to decide the resolution thereof, prior written notice to the other.

And in proof of conformity, the current Collaboration Agreement is signed in duplicate in the place and date above indicated.