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CONTRACTS MANAGEMENT | CON-027

Supply and Distribution Agreements

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Course content

Why Attend

Supply and distribution agreements govern how products move from manufacturers to buyers, distributors, resellers and end customers. They determine prices, volumes, delivery, quality, exclusivity, territories, marketing obligations and what happens when products are defective or the relationship ends. Poorly drafted terms can lead to supply interruptions, channel conflict, competition law problems and costly disputes.

This Supply and Distribution Agreements training course explains the key commercial and contractual issues in these arrangements. Participants learn how to structure supply agreements, manage forecasts and orders, allocate delivery and title risk using trade terms, define quality and warranty obligations, design distribution and agency models, set territories and exclusivity, comply with competition rules and manage termination.

Course Methodology

• The course uses sample supply and distribution agreements, trade term scenarios and case studies of channel disputes. Participants analyse clauses, design a distribution model for a product, allocate delivery risks and negotiate key terms of a distribution agreement in a simulated exercise.

Course Objectives

• Explain the structure and purpose of supply and distribution agreements

• Define product specifications, forecasts, orders and volumes

• Allocate delivery, risk and title using recognised trade terms

• Set quality, inspection, warranty and recall obligations

• Compare distribution, agency, reseller and franchise models

• Structure territories, exclusivity and performance targets

Target Audience

• Contract and commercial managers

• Procurement and supply chain managers

• Sales and channel managers

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Course content

- Distribution and export managers

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Course outline

Detailed course outline

Day-by-day outline for Supply and Distribution Agreements.

Day 1 - Supply Agreement Fundamentals

- 09:00-09:34 | Types of supply arrangements and their uses
- 09:34-10:08 | One-off purchases compared with long-term supply
- 10:08-10:42 | Product specifications and change control
- 10:42-11:00 | Forecasts, purchase orders and minimum volumes
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Forecasts, purchase orders and minimum volumes (continued)
- 11:46-12:20 | Pricing, price review and currency risk
- 12:20-12:53 | Lessons from supply agreement disputes
- 12:53-14:00 | Exercise: reviewing a sample supply agreement

Day 2 - Delivery, Risk and Quality

- 09:00-09:34 | Delivery obligations and lead times
- 09:34-10:08 | Using international trade terms to allocate risk
- 10:08-10:42 | Passing of risk and transfer of title
- 10:42-11:00 | Inspection, acceptance and rejection rights
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Inspection, acceptance and rejection rights (continued)
- 11:46-12:20 | Warranties, defects and product recalls
- 12:20-12:53 | Liability for defective products
- 12:53-14:00 | Workshop: allocating delivery risks in scenarios

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Day-by-day outline for Supply and Distribution Agreements.

Day 3 - Distribution Models

- 09:00-09:34 | Distributors, agents, resellers and franchisees compared
- 09:34-10:08 | Commercial agency and commission structures
- 10:08-10:42 | Choosing the right model for a market
- 10:42-11:00 | Marketing, branding and trademark use obligations
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Marketing, branding and trademark use obligations (continued)
- 11:46-12:20 | Stock levels, after-sales service and support
- 12:20-12:53 | Online sales and multi-channel distribution
- 12:53-14:00 | Exercise: designing a distribution model

Day 4 - Territory, Exclusivity and Competition Law

- 09:00-09:34 | Defining territories and customer groups
- 09:34-10:08 | Exclusive and non-exclusive appointments
- 10:08-10:42 | Minimum purchase and performance targets
- 10:42-11:00 | Competition law principles affecting distribution
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Competition law principles affecting distribution (continued)
- 11:46-12:20 | Resale price and territorial restriction risks
- 12:20-12:53 | Parallel trade and grey market issues
- 12:53-14:00 | Workshop: structuring exclusivity and targets

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Day 5 - Managing and Ending Relationships

- 09:00-09:34 | Performance reviews with distributors and suppliers
- 09:34-10:08 | Managing supply shortages and allocation
- 10:08-10:42 | Termination rights and notice periods
- 10:42-11:00 | Compensation claims on termination of agents
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Compensation claims on termination of agents (continued)
- 11:46-12:20 | Stock buy-back and transition arrangements
- 12:20-13:27 | Simulation: negotiating a distribution agreement
- 13:27-14:00 | Personal action plan for supply and distribution contracts

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Seminar dates

Available seminar dates

Live dates and pricing for Supply and Distribution Agreements generated from the course details page.

Date	Location	Format	Fee
7 - 11 December 2026	London	Classroom	**€2,915**
14 - 18 December 2026	Barcelona	Classroom	**€2,275**
21 - 25 December 2026	Frankfurt	Classroom	**€2,175**
18 - 22 January 2027	London	Classroom	**€2,915**
25 - 29 January 2027	Barcelona	Classroom	**€2,275**
4 - 8 January 2027	Frankfurt	Classroom	**€2,175**
11 - 15 January 2027	Vienna	Classroom	**€3,425**
22 - 26 February 2027	London	Classroom	**€2,915**
1 - 5 February 2027	Barcelona	Classroom	**€2,275**
8 - 12 February 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

Available seminar dates

Live dates and pricing for Supply and Distribution Agreements generated from the course details page.

Date	Location	Format	Fee
15 - 19 February 2027	Amsterdam	Classroom	**€3,215**
1 - 5 March 2027	London	Classroom	**€2,915**
8 - 12 March 2027	Barcelona	Classroom	**€2,275**
15 - 19 March 2027	Frankfurt	Classroom	**€2,175**
22 - 26 March 2027	Cape Town	Classroom	**€1,825**
12 - 16 April 2027	London	Classroom	**€2,915**
19 - 23 April 2027	Barcelona	Classroom	**€2,275**
26 - 30 April 2027	Frankfurt	Classroom	**€2,175**
5 - 9 April 2027	Dubai	Classroom	**€2,845**
17 - 21 May 2027	London	Classroom	**€2,915**

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Seminar dates

Available seminar dates

Live dates and pricing for Supply and Distribution Agreements generated from the course details page.

Date	Location	Format	Fee
24 - 28 May 2027	Barcelona	Classroom	**€2,275**
3 - 7 May 2027	Frankfurt	Classroom	**€2,175**
10 - 14 May 2027	Geneva	Classroom	**€3,315**
7 - 11 June 2027	London	Classroom	**€2,915**
14 - 18 June 2027	Barcelona	Classroom	**€2,275**
21 - 25 June 2027	Frankfurt	Classroom	**€2,175**
5 - 9 July 2027	London	Classroom	**€2,915**
12 - 16 July 2027	Barcelona	Classroom	**€2,275**
19 - 23 July 2027	Frankfurt	Classroom	**€2,175**
26 - 30 July 2027	Kuala lumpur	Classroom	**€2,425**

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Seminar dates

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Live dates and pricing for Supply and Distribution Agreements generated from the course details page.

Date	Location	Format	Fee
9 - 13 August 2027	London	Classroom	**€2,915**
16 - 20 August 2027	Barcelona	Classroom	**€2,275**
23 - 27 August 2027	Frankfurt	Classroom	**€2,175**
2 - 6 August 2027	Madrid	Classroom	**€3,400**
6 - 10 September 2027	London	Classroom	**€2,915**
13 - 17 September 2027	Barcelona	Classroom	**€2,275**
20 - 24 September 2027	Frankfurt	Classroom	**€2,175**
25 - 29 October 2027	London	Classroom	**€2,915**
4 - 8 October 2027	Barcelona	Classroom	**€2,275**
11 - 15 October 2027	Frankfurt	Classroom	**€2,175**

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Date	Location	Format	Fee
18 - 22 October 2027	Paris	Classroom	**€2,810**
1 - 5 November 2027	London	Classroom	**€2,915**
8 - 12 November 2027	Barcelona	Classroom	**€2,275**
15 - 19 November 2027	Frankfurt	Classroom	**€2,175**
22 - 26 November 2027	Rome	Classroom	**€2,830**
13 - 17 December 2027	London	Classroom	**€2,915**
20 - 24 December 2027	Barcelona	Classroom	**€2,275**
27 - 31 December 2027	Frankfurt	Classroom	**€2,175**
6 - 10 December 2027	Vienna	Classroom	**€3,425**
7 - 11 December 2026	Online / Live	Online / Live	**€1,625**

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Seminar dates

Available seminar dates

Live dates and pricing for Supply and Distribution Agreements generated from the course details page.

Date	Location	Format	Fee
14 - 18 December 2026	Online / Live	Online / Live	**€1,625**
21 - 25 December 2026	Online / Live	Online / Live	**€1,625**
18 - 22 January 2027	Online / Live	Online / Live	**€1,625**
25 - 29 January 2027	Online / Live	Online / Live	**€1,625**
4 - 8 January 2027	Online / Live	Online / Live	**€1,625**
11 - 15 January 2027	Online / Live	Online / Live	**€1,625**
22 - 26 February 2027	Online / Live	Online / Live	**€1,625**
1 - 5 February 2027	Online / Live	Online / Live	**€1,625**
8 - 12 February 2027	Online / Live	Online / Live	**€1,625**
15 - 19 February 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
1 - 5 March 2027	Online / Live	Online / Live	**€1,625**
8 - 12 March 2027	Online / Live	Online / Live	**€1,625**
15 - 19 March 2027	Online / Live	Online / Live	**€1,625**
22 - 26 March 2027	Online / Live	Online / Live	**€1,625**
12 - 16 April 2027	Online / Live	Online / Live	**€1,625**
19 - 23 April 2027	Online / Live	Online / Live	**€1,625**
26 - 30 April 2027	Online / Live	Online / Live	**€1,625**
5 - 9 April 2027	Online / Live	Online / Live	**€1,625**
17 - 21 May 2027	Online / Live	Online / Live	**€1,625**
24 - 28 May 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
3 - 7 May 2027	Online / Live	Online / Live	**€1,625**
10 - 14 May 2027	Online / Live	Online / Live	**€1,625**
7 - 11 June 2027	Online / Live	Online / Live	**€1,625**
14 - 18 June 2027	Online / Live	Online / Live	**€1,625**
21 - 25 June 2027	Online / Live	Online / Live	**€1,625**
5 - 9 July 2027	Online / Live	Online / Live	**€1,625**
12 - 16 July 2027	Online / Live	Online / Live	**€1,625**
19 - 23 July 2027	Online / Live	Online / Live	**€1,625**
26 - 30 July 2027	Online / Live	Online / Live	**€1,625**
9 - 13 August 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
16 - 20 August 2027	Online / Live	Online / Live	**€1,625**
23 - 27 August 2027	Online / Live	Online / Live	**€1,625**
2 - 6 August 2027	Online / Live	Online / Live	**€1,625**
6 - 10 September 2027	Online / Live	Online / Live	**€1,625**
13 - 17 September 2027	Online / Live	Online / Live	**€1,625**
20 - 24 September 2027	Online / Live	Online / Live	**€1,625**
25 - 29 October 2027	Online / Live	Online / Live	**€1,625**
4 - 8 October 2027	Online / Live	Online / Live	**€1,625**
11 - 15 October 2027	Online / Live	Online / Live	**€1,625**
18 - 22 October 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
1 - 5 November 2027	Online / Live	Online / Live	**€1,625**
8 - 12 November 2027	Online / Live	Online / Live	**€1,625**
15 - 19 November 2027	Online / Live	Online / Live	**€1,625**
22 - 26 November 2027	Online / Live	Online / Live	**€1,625**
13 - 17 December 2027	Online / Live	Online / Live	**€1,625**
20 - 24 December 2027	Online / Live	Online / Live	**€1,625**
27 - 31 December 2027	Online / Live	Online / Live	**€1,625**
6 - 10 December 2027	Online / Live	Online / Live	**€1,625**