



PAKISTAN  
ADVERTISERS  
SOCIETY



**BRINGS**

# ***WORLD OF TRADE BUSINESS SIMULATION***

10 - 12 February 2025  
KARACHI, PAKISTAN

**STOREWARS**  
INTERNATIONAL

# ABOUT WORLD OF TRADE

## The leading business simulation and a collaborative learning program for FMCG suppliers and retailers

WOT is one of the world's most sophisticated total business simulations. Used by multiple leading FMCG manufacturers and retailers in over 40 countries, it provides a unique management development program that examines the interaction between suppliers and retailers.

The practice of business decision-making is relevant to every employee in today's fast-moving retail sector. There is a high premium placed on negotiating skills, the

ability to take decisions, and a clear understanding of the responsibility and consequences of the choices that are made.

WOT participants essentially run an FMCG business. While managing the firm, they develop an intuitive understanding of the business, its functional elements, and ways to achieve a strong profitable position by establishing win-win cooperation.



**17-30**

**PARTICIPANTS**

From one or different  
companies



**5**

**TEAMS**

2 retailers  
3 manufacturers



**2**

**MARKETS**

Emerging  
Developed



**2**

**CATEGORIES**

Food  
Household goods



# WHAT IS WORLD OF TRADE



## Interactive business game

The World of Trade course will dive participants into intensive business management practices, virtual business reality, experience exchange with professionals from the leading FMCG companies, with coaching from industry tutors. The program is made in a format of business game which helps to get most of the learning process as people remember 80% of that they have experienced.

## Competition and collaboration

Participants will make decisions for everything from production and finance to sales, marketing, and everything in between. At the end of the game we will identify 2 leading teams who could get the bigger market share and profit.

## Experienced guidance

We invite industry professionals and global industry experts to facilitate the program. They will guide you throughout all stages of the game and provide a comprehensive face-to-face feedback and coaching.

# WORLD OF TRADE

## WHAT WILL HAPPEN

#1 We bring together professionals from the leading consumer-facing companies

#2 Divide them into multifunctional teams

#3 Each team will manage a virtual FMCG manufacturing or retail business

#4 Teams will compete and cooperate in a virtual marketplace. Two winning teams will be identified at the end

### PROGRAM STAGES

At the beginning participants are split into the teams of retailers and manufacturers. Each team gets its company's initial financial and market reports. The goal of each team is to identify the best strategy for their company to become a market leader. After each round of analysis, negotiations and decisions, the teams get the results and detailed feedback on what they did right or wrong. One program can fit 3 - 5 rounds.



### LEARNING OBJECTIVES

- Strategies and tactics differentiation across channels
- In-depth understanding of trade partner business drivers
- Ability to design effective strategies for brand building
- Mastering store loyalty
- Analysis of supply chain inefficiencies & ways to eliminate them
- Insights on consumer behavior as a shopper
- Methods and tools to enhance profitability of marketing & sales activities

## TAKE PART IN WORLD OF TRADE...

- ✓ Run your own multi-billion company
- ✓ Try yourself in a role of retailer or manufacturer
- ✓ Take key business decisions and test different strategic approaches in a risk-free environment
- ✓ Get an immediate result and a comprehensive analysis of your decisions from the industry professionals
- ✓ Experience a real-life negotiations between retailers and manufacturers

# AGENDA

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## **WORLD OF TRADE OPEN COURSE** **10 - 12 February 2025, KARACHI, PAKISTAN**

### **MONDAY**

**February 10**

**Welcome coffee /**

**Registration**

8.30 - 9.00

**Introduction to Storewars**

09:00 - 10:30

**Teamwork: reports analysis**

10:30 - 12:00

**Lecture: Negotiation rules**

12.00 - 12.30

**LUNCH**

12:30 - 13:30

**Preparation for Negotiations**

13:30 - 14:30

**Negotiation sessions**

14:30 - 18:00

**Decision 1**

18:00 - 19:00

### **TUESDAY**

**February 11**

**Lecture**

9:00 - 10:00

**Feedback on Decision 1**

10:00-10:30

**Group Analysis of Markets.  
Preparation for Negotiations**

10:30-13:00

**LUNCH**

13:00-14:00

**Negotiation sessions**

14:00 - 17:30

**Decision 2**

17:30 - 18:30

### **WEDNESDAY**

**February 12**

**Feedback on Decision 2**

09:00 - 10:00

**Group Analysis of Markets,  
Negotiations, Decision**

10:00 - 14:00

**LUNCH + Preparation for  
Teams' Presentation**

14:00 - 15:00

**Teams' Presentation**

15:00 - 15:54

**Feedback on Decision3,  
Winners Announcement and  
Closing Session**

15:45 - 16:30

# FACILITATOR



**Stanislav Borisov**

Stanislav is Sales Expert with 25 years of excellent track record on international retail management. He has extensive experience in many industries including the FMCG sector and Media/Licensing.

He has started his career in Reckitt Benckiser and then Mars, growing from Sales representative to National Accounts Director with a team of more than 100 employees and was responsible for business with Top Retailers in over 30k stores.

Then, in The Walt Disney Company he was responsible for leading all retail initiatives, including direct sales, licensed product support and loyalty programs across 4 big markets in EMEA, reaching more than 24% yearly growth.

Stanislav is certified coach in Negotiation skills, Leadership, and Category management by The Walt Disney, Mars and Storewars business simulation.

Stanislav's successful and versatile business experience in various industries and projects, his talent to share advanced knowledge with a focus on practical application in the business sphere, make him the best-in-class coach in EMEA and CIS.

# REGISTRATION FORM



**COURSE:** WOT Open program

**DATES:** 10-12 February 2025

**LOCATON:** Karachi, Pakistan

**PROGRAM INCLUDES:**

Participation in WOT business simulation Hand-out materials and certificate Conference package at hotel Pre-work (e-learning and webinar)

**PARTICIPANTS FEE:**

Participants	PAS Members	Non-Members
1	US\$ 1,300 per participant	US\$ 1,400 per participant
2-5	US\$ 1,200 per participant	US\$ 1,300 per participant
6+	US\$ 1,100 per participant	US\$ 1,200 per participant

\*\*Price Excludes WHT/Sales Tax

**PARTICIPANTS TO REGISTER: \_\_\_\_ People**

<b>Company Name</b>		<b>Contact Name (if not a delegate)</b>	
<b>Address</b>		<b>Email address</b>	
<b>PO (if needed)</b>		<b>Telephone</b>	
<b>VAT (if any)</b>			
<b>Delegate Name, Current position, E-mail address</b>			
<b>Delegate Name, Current position, E-mail address</b>			
<b>Delegate Name, Current position, E-mail address</b>			

\*Due to intensity and level of the course, places on each course are limited to 32.





**PAS/WOT CANCELLATION POLICY**

- 4 week prior to the course cancellation fee is equivalent 30% of the training cost
- 2 week prior to the course cancellation fee is equivalent 50% of the training cost
- 1 week prior to the course or later cancellation fee is equivalent 100% of the training cost

**AUTHORIZED (STAMPED) AND SIGNED BY**

**DATE**

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*This form can be scanned and emailed to [secretariat @ pas.org.pk](mailto:secretariat@pas.org.pk) or you can [register online](#). If you have any questions or queries regarding the course, its content or relevance to your business and for questions regarding corporate courses, retailer sponsored programs or terms and conditions for multiple delegates please contact Samreen Bashir at [samreen@pas.org.pk](mailto:samreen@pas.org.pk) and +92 3323624965.*