

Hands Across the Water

If manufacturers' representative associations like MANA are a good idea, why aren't there organizations similar to MANA across the globe?



Left to right: Charles Cohon, CEO and president, MANA; Ralf D. Scholz, Germany, vice president; John Beaver, chairperson, MANA; Olivier Mazoyer, France, president; Christian Rebernik, Austria, secretary general; Enric Enrech, Spain, vice president; Axel Sturmberger, Austria, vice president; Jordi Marti, Spain; Ole Kristian Bull, Norway, vice president; David Johnson, United Kingdom, vice president.

Actually, there are.

Associations like MANA support manufacturers' representatives in Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Greece, Italy, The Netherlands, Norway, Slovenia, Republic of the Congo, Russia, Spain, Sweden, Switzerland, and United Kingdom. Although, outside North America, what we call manufacturers' representatives are referred to as "commercial agents."

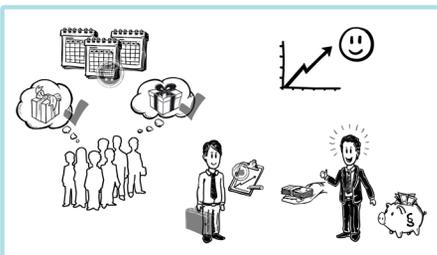
These 18 country associations and MANA work together to advance the utilization of manufacturers' representatives through membership in the Internationally United Commercial Agents and Brokers (IUCAB). Recently IUCAB's Executive Committee met in Chicago to share best practices and plan future activities to support manufacturers' representatives.

One of those best practices came to MANA in 2013 from Austria's commercial agents association, Bundesgremium der Handelsagenten. MANA adapted the Austrians' "explainer video," describing sales force outsourcing, to English and it has since been viewed over 15,000 times on YouTube.

MANA's IUCAB membership also gets MANA representative members more visibility with European manufacturers looking for North American sales forces. IUCAB's commercialagents-northamerica.com advertising and rep search platform is available exclusively to MANA representative members seeking European principals. (See facing page for details.)

MANA leaves no stone unturned as we search for the best international resources

to serve our members. We would welcome your help finding more and better benefits to include with your MANA membership. Please share your ideas with MANA today!



MANA's version of the Bundesgremium der Handelsagenten video has been viewed more than 15,000 times.



Charles Cohon, CPMR, is CEO and president of MANA. In 2016 Cohon earned the Certified Association Executive (CAE) designation after completing American Society of Association Executives (ASAE) coursework and testing. Cohon also earned an MBA with honors and with concentrations in strategic management and entrepreneurship from the University of Chicago Booth School of Business, and was founder and owner of a very successful Illinois manufacturers' representative firm for nearly 30 years before joining MANA.