



Northern European Business Association

Destination Management Coordination (DMC) System Policy and Procedure

The Northern European Business Association (NEBA) promotes market entry, business opportunity or sales development in geographic regions unfamiliar to a client (a producer/provider of products, services, or equipment).

This policy & procedure relates to how NEBA members can provide services in Northern Europe and internationally through a facilitator to be designated as a Destination Management Coordinator (DMC).

1) Definition

DMC (Destination Management Coordinator) is a professional services company or individual with local knowledge, expertise and resources, working in the design and implementation of events, activities, transportation and program logistics for a client with the purpose of developing business opportunities in a particular region for the specific client.

2) DMC Requirements

To become a certified NEBA DMC, the DMC must meet the following requirements.

a) General

- be identified with a specific geographic region,
- be identified with a specific industrial or commercial group activity,
- be approved by the NEBA Board.

b) in Northern Europe

- be a Corporate, Senior Corporate or Corporate Contributing member in good standing, or be an active Group Leader.

c) Internationally

- Be a NEMA member
- agree to participate as a DMC
- adhere to the policies & procedures applicable to DMC's

3) Groups

Generally, DMC services will apply to, but are not limited to the following groups:

- Trade Facilitation & Export (Market Entry)
- Health, Leisure & Education
- Construction Related Services
- Business Support

4) Contractual

All contractual obligations are between the NEBA members.

5) Remuneration / Compensation

A DMC is not expected to finance the client's projects. The intent of the remuneration policy is to compensate the DMC for services provided, but to minimize the investment risk of the client.

Standard remuneration terms are recommended to start and may be modified as agreed.

- €40.00 or equivalent per hour (unless otherwise agreed) based on submitted time sheets for services provided.
 - Compensation for direct expenses is extra at cost.
 - Invoicing may be on a weekly or monthly basis, depending on the volume of work.
- A €2,000.00 retainer (or equivalent) paid by the client before the commencement of services,

- Not included in the remuneration package are special arrangements made between the DMC and client for commissions, bonuses or other additional payments that may be agreed.
- Should additional NEBA services be required (eg. for defining scope, providing a contract, negotiating terms, etc.), a separate charge will apply.
- Local taxes are extra where applicable in all cases.

Recommended standard rates are intended for use in the first two months of a DMC working together as an introductory rate after which rates are expected to be adjusted to market levels,

6) Accountability

- The NEBA is not responsible for the outcome of services between a DMC and a client.
- The DMC is obligated to inform the NEBA when a service agreement has been arranged.
- During initial discussions on cooperation, both the DMC and client are required to share information via copied e-mails with the NEBA representative facilitating collaboration.

7) Web site facilitation

- DMC's will be listed in a separate section designated as "DMC".
- Members may ask to be designated as a NEBA DMC if they meet minimal requirements.

8) Termination of DMC status

DMC status can be revoked by the Chairman of the NEBA Board or his designate without notice if:

- a member is no longer a member in good standing,
- this policy & procedure has not been followed,
- there is evidence of unethical or illegal practices,
- there are concerns about competence,
- service levels have not met expectations.

Termination decisions may be appealed to the Board.