



## **COLLABORATION AGREEMENT BETWEEN SIM (SOCIETÀ ITALIANA MARKETING) AND AEMARK (ASOCIACIÓN ESPAÑOLA DE MARKETING ACADEMICO Y PROFESIONAL)**

This agreement is made on May 10th, 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. RICCARDO RESCINITI, as President of the Società Italiana Marketing (hereinafter SIM), that is headquartered in Parma, Dipartimento di Economia, Via J.F.Kennedy, 6 – 43125 and C.F. 93053280504, P.I. 01718720509.

### **BACKGROUND**

- I. SIM, Società Italiana di Marketing, was founded on April 16th, 2003, and registered in the Nuovo Registro delle Persone Giuridiche Private (al n. 32/2009 della Prefettura di Parma (32/2009).)
- II. The purpose of SIM is to represent the academic and professional communities with regard to the relevant fields at the national level and in international relationships. Its main objective is to promote research and training in the fields of marketing and communication following the criteria of international excellence.
- III. The SIM statutes, in article 4, establish that “The Association can establish relationships and agreements with Italian, foreign, and international entities and organizations in order to reach the aforementioned goals with the guarantee that levels of excellence in all activities performed will be pursued”.
- 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 SIM 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.** SIM and AEMARK will facilitate their respective associates the participation, whenever possible, in the life of both associations.

**FOURTH.** SIM 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 and their activities.

**FIFTH.** By prior agreement of the parties, SIM 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.