



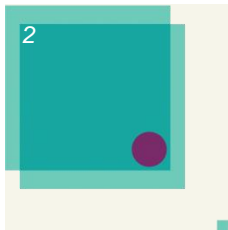
***CNI Meeting***

***Berlin - September 2015***

***Business Development: The AMEX  
(GBT) Case***

Jerry KNOCK  
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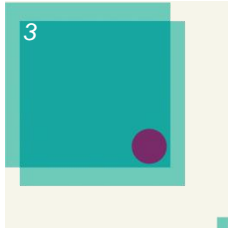
# The AMEX (GBT) Case



## Context

- Global AMEX RFP
- Initiator: Jim Wilson (OIGP/Gateway International)
- Jan 2015
- Direct mail to all CNI partners requesting quotation





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# The AMEX (GBT) Case



## April 2015: Interest from AMEX to work with OI Global Partners in 3 Markets:

- Australia
- Belgium
- France

## End of May 2015: Further interest in working with India

- Contact established thru Nigel Cumberland (Dubai) with ISEC (Krishna Kumar), proposal put together, sent to AMEX and accepted

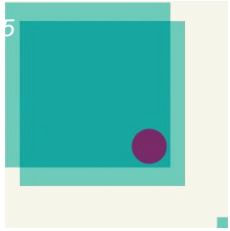


# The AMEX (GBT) Case



## Status:

- **Australia:** DM ?
- **Belgium:** GM (1<sup>st</sup> program started ) ?
- **France:** LEA signed, relationship established with local HR, potential programs Q4
- **India:** KK ?



# The AMEX (GBT) Case



## Questions/next steps:

- Anything we could have done differently to get more Countries on Board?
- What can we do to leverage the relationship with AMEX GBT or even AMEX Cards, capitalizing on the existing OIGP multi-country activity?
- Accounting for referral fees?
- How do we learn from AMEX for future RFP's?

