



Dear GOCA members and partners,

On behalf of the board, we hope you are healthy and finding balance in the “new normal.” We believe that, in times like these, staying connected is more important than ever.

Today, we want to share with you that the **Global Offset and Countertrade Association (GOCA)** decided to change its name to **Global Industrial Cooperation Association (GICA)** effective immediately. The change recognizes that our purpose is to transform, connect and foster *partnerships* between all industry sectors, government industrial cooperation leaders and their respective countries’ national agendas.

As an organization, we understand that our focus must facilitate global cooperation and partnership and that our name should reflect this goal.

While we certainly realize that the GOCA brand name is well-respected and recognized in the industry, we also believe that it was time to move away from having the terms “offset” and “countertrade” define who we are.

Our new name better captures our mission to connect more than ever and align focus on the changing trends of our industry. GICA will continue to deliver great conference programs, as well as fostering events, knowledge sharing and networking to encourage long-term and sustainable collaboration between both industry and government. The new brand includes a redesigned logo with a tagline “*Transforming Partnerships.*”

During this transition, we also want to ensure transparency and share that we are thinking about the road ahead, and our priorities during this “new normal,” which include:

- Arming ourselves with the right tools to support digital and virtual capabilities
- Planning and reviewing our offerings on member benefits within the next six months

We trust you are as excited as we are and look forward to connecting and working with all of you in this new chapter of our history as we *transform* the Global Industrial Cooperation Association!

On behalf for the entire GICA Board, welcome to GICA!

A handwritten signature in black ink that reads "Maria Laine". The signature is fluid and cursive, with the first name "Maria" and last name "Laine" clearly distinguishable.

Maria Laine
Chair, GICA

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