

37<sup>TH</sup> ANNUAL

# IBA/IFA JOINT CONFERENCE

MAY 17-18, 2022 • GRAND HYATT WASHINGTON • WASHINGTON, DC

*INTERNATIONAL FRANCHISING IN UNCERTAIN TIMES*



**IFA**

INTERNATIONAL FRANCHISE ASSOCIATION



the global voice of  
the legal profession

*This is a working brochure and more speakers and session information will be added as it becomes available.*

## TUESDAY, MAY 17

6:00 pm

### Reception and Dinner (Off-site/Location-TBA)

*\*The off-site restaurant will be a short walk from the Grand Hyatt Washington. Cocktails and hors d'oeuvres will be served from 6:00 – 7:00 pm. Dinner will be served at 7:00 pm.*

*\*\*One ticket to this reception and dinner is included in the IBA/IFA Conference registration fee. Tickets to just the reception and dinner are also available for purchase.*

## WEDNESDAY, MAY 18

7:30 am – 4:00 pm

### Registration Desk Open

7:30 am – 8:00 am

### Continental Breakfast Available

8:00 am – 8:10 am

### Welcome & Introduction

Welcome and Introduction by the IBA International Franchising Committee Co-Chairs and IFA.

**Dominic Hui**, Ribeiro Hui, Shanghai, China;

**Tao Xu**, DLA Piper LLP (US), Washington, D.C., U.S.;

**Jeff Hanscom**, Vice President, State & Local Government Relations & Counsel, International Franchise Association

8:10 am – 9:25 am

### PLENARY 1: HOT TOPICS

#### Hot Topics in International Franchise Laws

This session will comprise of a series of roundtable discussions on various topics of interest to franchise lawyers and from around the world.

- Perspective of Different Countries re. Vaccine Mandates
- Electronic Signatures
- Franchise Companies as Technology Suppliers
- Sanctions
- Lessons learned from KSA, Brazil, Netherlands, Thailand
- Impact of metaverse on franchising
- Enduring impacts of COVID
- International aspects of M&A
- Brexit

*Session Chair: Kendall Tyre*, Partner, Nixon Peabody, Washington, D.C., U.S.

9:30 am – 10:30 am

### CONCURRENT INTERACTIVE WORKSHOPS

#### WORKSHOP 1

#### Supply Chain Challenges and Their Impact on International Franchising

Franchise companies are experiencing everything from labor shortages, the War in Ukraine and resulting sanctions impacting Russia, cyber-attacks, product shortages, and increased demand for products, such as meat and chicken, all of which have an impact on the

supply chain. As franchise companies continue to struggle with these supply chain challenges it has become difficult to supply franchisees with key products without interruption and manage product prices. This workshop will discuss current supply chain challenges and how franchisors are managing these challenges with their international franchise network.

*Session Chairs:* **Alan Greenfield**, Greenberg Traurig, LLP, Chicago, Illinois, US; **Dagmar Waldzus**, BUSE Rechtsanwälte, Hamburg, Germany

## WORKSHOP 2

### How to Deal with Geopolitical Risks in International Franchising

In a stable environment, the challenges inherent in cross-border franchise transactions range from those readily managed by experienced parties to daunting obstacles that are not easily dislodged. In a time of geopolitical risk, many of these challenges become magnified through the prism of uncertainty. The legal issues that counsel need to navigate are strategic and, in many cases, overarching – in addition to the practical details that are intrinsic to these transactions. In the crucible of 2022, this workshop will address the legal impact of these strategic considerations: the sanctions regimes and countersanctions, impediments to contract enforcement, temporary barriers created to address the global pandemic, and other obstacles arising from the global economic reset as a consequence of the War in Ukraine.

*Session Chair:* **Lee Plave**, Plave Koch PLC, Reston, Virginia, U.S

*Speakers:*

**Larry Weinberg**, Canada

**John Pratt**, UK

Lawyer from India, Australia, or China

## WORKSHOP 3

### Unwinding a Joint Venture

The franchise relationship is complicated, surpassed in complexity perhaps only by a joint

venture relationship between a franchisor and a third party “partner”. Franchise joint ventures come in all shapes and sizes, and depending on the ownership and control structure the franchisor may have control over the joint venture through ownership and management or may be limited to exercising brand-specific franchise-type controls over the joint venture. While structuring the joint venture initially takes time, effort and cooperation, unwinding a joint venture requires even more time and effort, especially in the international realm and if the parties are in a dispute and not cooperating with each other regarding the separation. Whether being unwound to create a more typical franchise relationship, a company-owned business or to close down operations and divvy up the assets (and related liabilities), unwinding a joint venture combines both business and legal issues and options. This Workshop will focus on the most important issues and related best practices for franchisors who find themselves having to unwind a joint venture.

*Session Chairs:* **Peter Snell**, Cassels Brock & Blackwell LLP, Canada; **Melissa Murray**, Bird & Bird, Abu Dhabi, UAE; **Rob Lauer**, Haynes Boone, Austin, USA

10:30 am – 10:50 am

### Refreshment Break

10:50 am – 12:05 pm

### PLENARY 2: NEW EU VERTICAL BLOCK EXEMPTION

*Session Chairs:* **Martine de Koning**, Kennedy van der Laan, Amsterdam, the Netherlands, **Silvia Bortolotti**, Buffa, Bortolotti & Mathis, Turin, Italy

12:05 pm – 1:35 pm

### LUNCHEON WITH PANEL DISCUSSION

#### Sanctions

*Session Chair:* **Tao Xu**, DLA Piper LLP (US), Washington, D.C., U.S.

1:45 pm – 2:45 pm

## CONCURRENT INTERACTIVE WORKSHOPS

### WORKSHOP 1

#### Supply Chain Challenges and Their Impact on International Franchising

See initial listing on page 1 for full description and speakers

### WORKSHOP 2

#### How to Deal with Geopolitical Risks in International Franchising

See initial listing on page 2 for full description and speakers

### WORKSHOP 3

#### Unwinding a Joint Venture

See initial listing on page 2 for full description and speakers

2:45 pm – 3:00 pm

## Refreshment Break

3:00 pm – 4:15 pm

## PLENARY 3: NEWS FROM AROUND THE WORLD

A panel of expert franchise law practitioners from select countries around the world will discuss recent and topical legal developments affecting franchising in their countries.

*Session Chairs:* **Dominic Hui**, Ribeiro Hui, Shanghai, China; **Melissa Murray**, Bird & Bird, Abu Dhabi, UAE

4:15 pm

## Conference Adjourns

## EARN CPD, CLE & CFE CREDITS

Your attendance at the IBA/IFA Conference qualifies you for Continuing Professional Development (CPD) credits. The conference has been accredited by the Solicitors Regulation Authority of England & Wales. The number of CPD points/hours available may vary for other bar associations and law societies depending on their criteria. If CPD accreditation is required by delegations from other countries, the IBA will be pleased to supply a certificate of attendance. Contact the Conference Department ([confs@int-bar.org](mailto:confs@int-bar.org)) or +44 (0) 20 7842 0090 at the IBA for more information.

In addition, you will also earn Continuing Legal Education Credits (CLE's) in most US states by attending this conference. Details on how to obtain credits will be available onsite at the IFA Registration Desk.

You will earn 150 Education and 150 Participation credits toward completion of the Certified Franchise Executive (CFE) accreditation by attending the IBA/IFA Joint Conference.



INSTITUTE OF CERTIFIED  
FRANCHISE EXECUTIVES

# GENERAL INFORMATION

**LANGUAGE:** The working language of the conference will be English.

## VENUE: Washington, DC

One of the world's most talked-about destinations, Washington, DC attracts nearly 18 million visitors each year. It is a hub for American politics and history. There are a multitude of free museums to take advantage of, but the real attractions are the memorials and monuments dedicated to great American leaders. Additionally, Washington, DC is considered one of the best culinary destinations in America. The aromas of world-class cuisine invite hungry patrons with promises of delectable dishes at restaurants throughout the city. The options are as varied as the population, with everything from exquisite fine dining to curbside street food. May is the ideal time to visit Washington, DC. We invite you to enjoy pleasant springtime weather and beautiful gardens and parks throughout the city!

## SOCIAL PROGRAM & DINNER:

This year's reception and dinner will be held in the heart of Washington, DC. While the location will be announced soon, it will be a short walk from the Grand Hyatt Washington. Cocktails and hors d'oeuvres will be served from 6:00 pm - 7:00 pm. Dinner will be served at 7:00 pm. Each conference registration includes a ticket to the reception and dinner. If you would like to purchase additional Reception and Dinner only tickets for guests, these are available at US \$300 per ticket.

## HOTEL INFORMATION

You may reserve your hotel room at the Grand Hyatt Washington, Washington, DC by clicking this link: <https://www.hyatt.com/en-US/group-booking/WASGH/G-LEGL> or calling 1-800-233-1234 and indicating you are attending the IFA 2022 Legal Events. Our room rate for a standard room is \$359 (single or double). **The deadline for making reservations is April 15, 2022** (or when the IFA room block is filled, whichever is first.) Once the room block is sold out, reservations will be accepted based on availability. For more information about the Grand Hyatt Washington, click here, <https://www.hyatt.com/en-US/hotel/washington-dc/grand-hyatt-washington/wasgh>.

## PRE-REGISTRATION & PAYMENT OF FEES:

### Pre-registration for the IBA/IFA Joint

**Conference closes May 13.** If you are not able to meet this deadline, please register at our onsite Registration Desk beginning Tuesday afternoon at the Grand Hyatt DC Hotel (there will be a \$100 onsite processing fee). To register for all programs and events described in this brochure, please visit the Conference's website [franchise.org/events/2020-ibaifa-joint-conference](https://franchise.org/events/2020-ibaifa-joint-conference). Payment of fees should be in US dollars, by check or bank draft drawn on a US bank and made payable to the International Franchise Association (Federal Tax ID #36-6108621) or by Visa, Mastercard, American Express or Discover Card. If you would like to pay by wire transfer, please contact the IFA Offices at 202-622-0763 for account information.

## Conference Registration Fees

**FULL CONFERENCE ATTENDEE:** US \$750 per person

**Full conference registration fee includes:**

- Attendance at all educational sessions.
- Conference working materials.
- Reception and Dinner on Tuesday, May 17.
- Continental Breakfast on Wednesday, May 18.
- Refreshment Breaks on Wednesday, May 18.
- Lunch on Wednesday, May 18.
- Conference registration lists that will be distributed to all participants, and include names, companies, titles, phone numbers and email addresses.\*

*\* If you do not want your information included on the registration lists, please email [events@franchise.org](mailto:events@franchise.org).*

**CANCELLATION:** Full refunds (minus a \$99 administration fee) will be granted for registrations cancelled at least 14 days in advance of the conference. No refunds will be permitted for cancellations less than 7 days in advance or for "no-shows." All requests for refunds must be made in writing to the IFA at [events@franchise.org](mailto:events@franchise.org).

# PRE-REGISTRATION FORM

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Registration fee includes event access, course instruction and materials. IFA may offer additional services for this event as detailed in the event's brochure. This event's brochure can be accessed at [www.franchise.org/events/2022-ibaifa-joint-conference](http://www.franchise.org/events/2022-ibaifa-joint-conference). IFA will also compile an event registration list, which will include your name, company, job title, phone number and email address provided on this form. The list will be sent to all event participants both before and after the event, who, in accordance with their contracts with IFA, may use this information to contact you about their products, services and special offers.

Please check here if you do not want your email address included on the registration list.

For questions about our registration list policy or to be removed completely from the registration list, please contact [events@franchise.org](mailto:events@franchise.org).

Please complete **one form per person**. Pre-registration for the IBA/IFA Joint Conference closes **May 13**. To register after this date, please visit our Onsite Registration Desk at the Grand Hyatt Washington beginning the afternoon of **May 17**. Onsite registrations will be subject to a \$100 onsite processing fee. Advance sign-up for individual concurrent workshops is not required.

Full Name \_\_\_\_\_

Job Title \_\_\_\_\_ Nickname for Badge \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

An individual email address for the attendee is required for confirmation materials.

## Please mark the appropriate boxes:

Registration fees are per person.

Full Conference Attendee US \$750 per person X\_\_\_\_ = \$ \_\_\_\_\_

Guest ticket for reception/dinner only US \$300 per person X\_\_\_\_ = \$ \_\_\_\_\_

(Guest Name) \_\_\_\_\_ GRAND TOTAL \$ \_\_\_\_\_

## Complete and return with payments to:

International Franchise Association  
c/o 37<sup>th</sup> Annual IBA/IFA Joint Conference  
1900 K Street, NW, Suite 700  
Washington, DC 20006 USA  
Telephone +1 (202) 662-0763  
Fax +1 (202) 628-0812  
[events@franchise.org](mailto:events@franchise.org)



## INTERNATIONAL BAR ASSOCIATION (IBA) – THE GLOBAL VOICE OF THE LEGAL PROFESSION

The International Bar Association (IBA), established in 1947, is the world's leading organization of international legal practitioners, bar associations and law societies.

The International Bar Association (IBA), established in 1947, is the world's leading organization of international legal practitioners, bar associations and law societies. The IBA influences the development of international law reform and shapes the future of the legal profession throughout the world. It has a membership of more than 80,000 individual lawyers and over 190 bar associations and law societies spanning over 160 countries. It has considerable expertise in providing assistance to the global legal community.

Divisions and Committees: Grouped into two divisions—the Legal Practice Division and the Public and Professional Interest Division—the IBA covers all practice areas and professional interests, providing members with access to leading experts and up-to-date information. Through the various committees of the divisions, the IBA enables an interchange of information and views among its members as to laws, practices and professional responsibilities relating to the practice of business law around the globe.

### INTERNATIONAL BAR ASSOCIATION

4th Floor, 10 St Bride Street, London EC4A 4AD, United Kingdom  
Tel: +44 (0)20 7842 0090 • Fax: +44 (0)20 7842 0091  
Email: [member@int-bar.org](mailto:member@int-bar.org) • Web site: [www.ibanet.org](http://www.ibanet.org)



## INTERNATIONAL FRANCHISE ASSOCIATION (IFA)

The International Franchise Association, founded in 1960, is the oldest and largest association in the world representing franchisors, franchisees and suppliers to the franchise community. The IFA represents nearly 1,400 franchisors, thousands of franchisees and more than 700 franchise community suppliers. IFA's members have franchise operations in virtually every corner of the globe, and IFA serves as a resource center for both current and prospective franchisors and franchisees, public policy makers, legislators, regulators, the media and the general public.

IFA's membership services include educational seminars and conferences, publications, trade shows, marketing and promotional assistance, government and public policy activities and international and minority outreach programs. The IFA actively promotes educational awareness programs for franchise investors and educational programs for franchisors to ensure compliance with franchise disclosure laws and regulations. The IFA is instrumental in creating and implementing programs designed to safeguard franchising from abuse by fraudulent operators.

### INTERNATIONAL FRANCHISE ASSOCIATION

1900 K Street, NW, Suite 700, Washington, DC 20006 USA  
Tel: +1 (202) 628 8000 • Fax: +1 (202) 628 0812  
Email: [ifa@franchise.org](mailto:ifa@franchise.org) • Web site: [www.franchise.org](http://www.franchise.org)

Do you require special accommodations to fully participate? Please email [events@franchise.org](mailto:events@franchise.org).

**Cancellation Policy:** Full refunds (minus a \$99 administration fee) will be granted for registrations cancelled at least 14 days in advance of the conference. No refunds will be permitted for cancellations less than 7 days in advance or for "no-shows." All requests for refunds must be made in writing to the IFA at [events@franchise.org](mailto:events@franchise.org).

## Payment Method

Check Enclosed Payable to "IFA" (Federal Tax ID #36-6108621)  Credit Card: (circle one)   

Account # \_\_\_\_\_ Expiration \_\_\_\_\_ Security Code \_\_\_\_\_

Card Member Name \_\_\_\_\_ Signature \_\_\_\_\_

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