A NEW ERA
IN INTERNATIONAL FRANCHISING
**NEW THIS YEAR!**

International Franchising Basics Track: Intensive (A session within the IFA Annual Legal Symposium)

New this year, a not to be missed International Franchising Basics Track intensive program intended to bridge the annual IFA Legal Symposium and annual IBA/IFA Joint Conference on international franchising. This co-production will better leverage the vast international franchising resources that will be in attendance. We are inviting you to learn the fundamentals from an incredibly knowledgeable group of lawyers and other advisors from the U.S. and around the world. Use this as an opportunity to learn more, and meet franchise lawyers from the U.S. and around the world.

**Moderator:** Larry Weinberg, CFE, Cassels Brock & Blackwell LLP, Toronto, Ontario, Canada, and Co-Chair, IBA International Franchising Committee

**Assessing the Franchisor Readiness and Markets for Expansion (including the U.S.)**

**Speaker:** Mark Siebert, iFranchise Group, Chicago, Illinois, USA

**Deal Structure – What Type of Expansion Model?**

**Speaker:** David Oppenheim, CFE, Greenberg Traurig, LLP, New York, New York, USA

**Key Deal Terms in an International Deal**

**Speaker:** Kerry Olson, CFE, Faegre Baker Daniels LLP, Minneapolis, Minnesota, USA

**Navigating Local Laws and Steps in the Deal Process**

**Speakers:** Gustavo Alcocer, Olivares y Compañía, S.C., Mexico City, Mexico; Kevin Maher, Baker McKenzie, Dallas, Texas, USA

**Typical Local Legal Issues**

**Speakers:** Amy Cheng, CFE, Cheng Cohen LLC, Chicago, Illinois, USA; Karsten Metzlaff, Noerr LLP, Berlin, Germany

**Roundtable Sessions by County/Region**

There is no extra charge to attend this intensive for those already registered for either the IFA Legal Symposium or the IFA/IBA Joint Conference.

**6:45 pm**

**Reception and Dinner at Mastro’s Steakhouse**

*Mastro’s Steakhouse is located two blocks from the JW Marriott at 600 13th St NW. Cocktails and hors d’oeuvres will be served from 6:45 – 7:45 pm. Dinner will be served at 7:45 pm.*
DAY 2  WEDNESDAY, MAY 9

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

Larry Weinberg, CFE, Cassels Brock & Blackwell LLP, Toronto, Ontario, Canada; Francesca Turitto, Studio Roma Legal Partners, Rome, Italy; Josh Merin, International Franchise Association; Washington, DC, USA

8:10 am – 9:25 am  Plenary 1: Hot Topics

Hot Topics in International Franchise Laws

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

Session Chair: Dominic Hui, Ribeiro Hui, Shanghai, China

9:30 am – 10:30 am  Concurrent Interactive Workshops

WORKSHOP 1  Real Estate Issues in Franchising Internationally

Franchisor and franchisee success is often determined by the quality of the premises from which the franchisee’s business operates. But the real estate markets, leasing norms and strategies used to find and secure that real estate can vary significantly from country to country around the world. This workshop will explore what is similar and different, which may be key for any brand considering expansion to an international market.

Session Chair: Robert Lauer, Haynes and Boone, LLP, Austin, Texas, USA
Speakers: Srijoy Das, Archer & Angel, New Delhi, India; Robyn Hansen, Quarles & Brady, Milwaukee, Wisconsin, USA

WORKSHOP 2  Enforcing Judicial Decisions & Arbitrations

Having success in litigation or arbitration is only half the battle in achieving your goals and securing a remedy. The other half is being able to successfully enforce your award or order, and/or being able to collect monies owing. This workshop will consider those issues in the context of international franchising.

Session Chair: Kathie Lee, Dessange Group North America, Boston, Massachusetts, USA
Speakers: Olivia Gast, Gast Advocats, Paris, France; Craig Tractenberg, Fox Rothschild LLP, New York, New York, USA

WORKSHOP 3  Disruptive New Technologies and Franchising (i.e. Uber, Uber Eats, etc.)

The advent of the internet forever changed the relationship between some franchisors and their franchisees. Now, even newer technological developments have again disrupted the model, and will again lead to changes in many franchise systems, the relationship between franchisor and franchisee and questions as to whether a relationship is even a franchise. Let’s discuss.

Session Chair: Melissa Murray, Bird & Bird LLP, Abu Dhabi, UAE
Speakers: Kara Martin, Franchise & Business Law Group, Salt Lake City, Utah, USA; Lee Plave, CFE, Plave Koch PLC, Washington, DC, USA

10:30 am – 10:50 am  Refreshment Break
10:50 am – 12:05 pm
**PLENARY 2: ADVOCATING TO PROTECT THE FRANCHISE BUSINESS MODEL — STORIES FROM THE TRENCHES ON THE JOINT EMPLOYER ISSUE**

Over the last number of years, the franchise business model has faced challenges as various governments, labor unions and others have advocated to make franchisors legally responsible as deemed employers of franchisees and franchisee employees. Franchise advocacy groups have responded with varying results. This panel will discuss what has transpired in three countries to date, franchise industry’s lobbying efforts elsewhere in the world and what can be learned from their experiences.

**Session Chair:** Tao Xu, DLA Piper LLP (USA), Washington, DC, USA

**Speakers:** Ryan Eickmeier, Canadian Franchise Association, Toronto, Ontario, Canada; Stephen Giles, Franchise Council of Australia, Malvern East, Victoria, Australia; Matt Haller, International Franchise Association, Washington, DC, USA; Josh Merin, International Franchise Association, Washington, DC, USA

12:05 pm – 1:35 pm
**LUNCHEON WITH PANEL DISCUSSION**

**Successful Franchising in Europe**

Over the last 50 years, many franchise systems have successfully expanded their brands to the countries of Europe. This panel will feature a discussion about what non-European brands can learn from those who have gone before.

**Session Chair:** Francesca Turitto, Studio Roma Legal Partners, Rome, Italy, and Co-Chair, IBA International Franchising Committee

**Speakers:** Adam Aberra, Five Guys Enterprises, LLC, Lorton, Virginia, USA and Amsterdam, Netherlands; Mark Forseth, Marriott International, Washington, DC, USA and London, UK

1:45 pm – 2:45 pm
**CONCURRENT INTERACTIVE WORKSHOPS**

**WORKSHOP 1**

Real Estate Issues in Franchising Internationally

See initial listing on page 3 for full description and speakers

**WORKSHOP 2**

Enforcing Judicial Decisions & Arbitrations

See initial listing on page 3 for full description and speakers

**WORKSHOP 3**

Disruptive New Technologies and Franchising (i.e. Uber, Uber Eats, etc.)

See initial listing on page 3 for full description and speakers

2:45 pm – 3:00 pm
**Refreshment Break**

3:00 pm – 4:15 pm
**PLENARY 3: NEWS FROM 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 Chair:** Larry Weinberg, CFE, Cassels Brock & Blackwell LLP, Toronto, Ontario, Canada, and Co-Chair, IBA International Franchising Committee

**Speakers:** Rocio Belda de Mergelina, J&A Garrigues, SLP, Madrid, Spain; Peter Dillon, Siskinds LLP, London, Ontario, Canada; Mark Kirsch, CFE, Gray Plant Mooty, Washington, DC, USA; Babette Marzheuser-Wood, Dentons, London, UK; Dagmar Waldzus, Buse Heberer Fromm, Hamburg, Germany

4:15 pm
**Conference Adjourns**
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!

PRE-REGISTRATION & PAYMENT OF FEES:

Pre-registration for the IBA/IFA Joint Conference closes April 27. If you are not able to meet this deadline, please register at our onsite Registration Desk beginning Tuesday afternoon at the JW Marriott (there will be a $50 onsite processing fee). To register for all events described in this brochure, please complete one registration form per person and send with payment to the IFA Offices in Washington, DC. 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 202/628-8000 for account information.

Conference Registration Fees

IBA OR IFA MEMBERS: US $600 per person
NON-MEMBERS: US $750 per person

Full conference registration fee includes:
- Attendance at all educational sessions.
- Conference working materials.
- Reception and Dinner on Tuesday, May 8.
- Continental Breakfast on Wednesday, May 9.
- Refreshment Breaks on Wednesday, May 9.
- Lunch on Wednesday, May 9.

CANCELLATION: Full refunds (minus a $50 administration fee) will be granted for registrations cancelled at least 14 days in advance of the conference. A 50% refund (minus a $50 administration fee) will be provided for registrations cancelled 7-14 days in advance. 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. There is a $50 substitution fee.

Social Program & Dinner:

This year’s reception and dinner will be held at Mastro’s Steakhouse in the heart of Washington, DC. Mastro’s Steakhouse is located at 600 13th street, NW, one block from the JW Marriott. It is an upscale steakhouse with locations in many major U.S. cities. Cocktails and hors d’oeuvres will be served from 6:45 pm - 7:45 pm. Dinner will be served at 7:45 pm. Reception and Dinner only tickets are available to purchase for guests at US $250 per ticket.

Hotel Information

You may reserve your hotel room at the JW Marriott, Washington, DC by clicking here or calling 1-800-393-2503 and indicating you are attending the IFA 2018 Legal Programs. Our room rate for a standard room is $365 (single or double). The deadline for making reservations is April 16 (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 at the group rate. The JW Marriott is in a prime location, right in the heart of downtown Washington, DC at 1331 Pennsylvania Avenue, NW. For more information about the JW Marriott, click here.

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) 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, and Certified Franchise Executive (CFE) Credits. Details on how to obtain credits will be available onsite at the IFA Registration Desk.
Please complete one form per person. Pre-registration for the IBA/IFA Joint Conference closes April 27. To register after this date, please visit our Onsite Registration Desk at the JW Marriott beginning the afternoon of May 8. Onsite registrations will be subject to a $50 onsite processing fee.

Full Name __________________________ Job Title________________________ Nickname for Badge __________________________

Company ____________________________________________________________________________________________

Address ____________________________________________________________________________________________ City, State, Zip ____________________________________________________________________________________________

Telephone __________________________ Email (required for your confirmation letter) __________________________

Guest Name (if applicable): __________________________________________________________________________

Please mark the appropriate boxes:

Registration fees are per person.

- IBA or IFA Member US $600 per person X___ = $ __________________
- Non-Member US $750 per person X___ = $ __________________
- Reception/Dinner Only Tickets US $250 per person X___ = $ __________________

GRAND TOTAL $ __________________

Check here if you require special accommodations to fully participate.
Please specify: __________________

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Payment Method

☐ Check Enclosed Payable to “IFA” (Federal Tax ID #36-6108621)

☐ Credit Card: (circle one) ____________________

Account # __________________________ Expiration __________________________ Signature __________________________

Card Member Name __________________________

Billing Address ________________________________________________

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Question? Contact IFA at 202-628-8000 or email events@franchise.org

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

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International Bar Association
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Email: member@ibanet.org • Web site: www.ibanet.org

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
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