

34TH ANNUAL  
**IBA/IFA JOINT CONFERENCE**

MAY 8-9, 2018 • JW MARRIOTT • WASHINGTON, DC

**A NEW ERA**

**IN INTERNATIONAL  
FRANCHISING**



# 34TH ANNUAL IBA/IFA JOINT CONFERENCE

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## EVENT SCHEDULE

DAY

1

TUESDAY, MAY 8

3:00pm – 6:00pm

### 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 that immediately follows. 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, and then register to stay for the IBA/IFA Joint Conference that follow. Use this as an opportunity to learn more, and meet franchise lawyers from the U.S. and around the world.

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

**Moderator:** Larry Wernberg, Cassels Brock & Blackwell LLP, Toronto, Canada, and Co-Chair, IBA International Franchise Committee

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

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

**Speaker:** David Oppenheim, Greenberg Traurig, 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, Olivaresy Compañía, S.C., Mexico City, Mexico; Kevin Maher, Baker McKenzie, Dallas, Texas, USA

#### Typical Local Legal Issues

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

#### Rountable 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.*

*\*\* 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.*



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**, Cassels Brock & Blackwell LLP,  
Toronto, 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:* **Rob Lauer**, Haynes and Boone LLP,  
Austin, Texas, 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**, LLD, Dessange Group  
North America, Beverly, Massachusetts, 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

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

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 Franchise Committee

1:45 pm – 2:45 pm

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*Session Chair:* **Melissa Murray**, Bird & Bird LLP, Abu Dhabi, UAE

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 Wernberg**, Cassels Brock & Blackwell LLP, Toronto, Canada, and Co-Chair, IBA International Franchise Committee

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!

## 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 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.

## 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 Marriot (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](mailto:events@franchise.org). There is a \$50 substitution fee.

# REGISTRATION FORM

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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 \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Email (required for your confirmation letter) \_\_\_\_\_  
Guest Name (if applicable): \_\_\_\_\_

## Please mark the appropriate boxes:

Registration fees are per person.

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> IBA or IFA Member             | US \$600 per person X ____ = \$ _____ |
| <input type="checkbox"/> Non-Member                    | US \$750 per person X ____ = \$ _____ |
| <input type="checkbox"/> Reception/Dinner Only Tickets | US \$250 per person X ____ = \$ _____ |
| GRAND TOTAL \$ _____                                   |                                       |

## Complete and return with payments to:

International Franchise Association  
c/o 34<sup>th</sup> Annual IBA/IFA Joint Conference  
1900 K Street, NW, Suite 700  
Washington, DC 20006 USA  
Telephone +1 (202) 628-8000  
Fax +1 (202) 628-0812  
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.

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### 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 • Web site: 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 • Web site: www.franchise.org

- ☐ 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 \_\_\_\_\_

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

Billing Address \_\_\_\_\_

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