



iFA INTERNATIONAL
FRANCHISE
ASSOCIATION

Hot Topics in International Franchise Laws

IBA/IFA26
JOINT CONFERENCE

Roundtable Host:
Peter Snell, Cassels Brock & Blackwell LLP, Canada

Hot Topics in International Franchise Laws

Table 1 | Common Law vs. Civil Law Forms: Why Does It Matter?

*Moderators: Sophie Peasley, Hamilton Pratt, UK;
Alessandra Sonnatì, FVA Law, Italy*

Table 2 | Master Franchising vs. Direct Franchising

*Moderators: Samantha Lopes, Nixon Peabody, USA;
Khushbu Sundarji, Stewart Germann Law Office, NZ*

Table 3 | Going Big – or Going Smart? Granting Rights for Entire Countries vs. Regional Grants

*Moderators: Michael Laidhold, Plave Koch PLC, USA;
Daniel So, Dale & Lessmann LLP, Canada*

Table 4 | Mastering Post-Termination

*Moderators: Julien Rivet, Allium, France;
Craig Tractenberg, Fox Rothschild LLP, USA*

Table 5 | Digital Marketing in Franchise Systems: Typical Pitfalls

*Moderators: Olivia Gast, Gast Avocats, France;
Ania A. Gonzalez, Larkin Hoffman, USA*

Table 6 | Pricing: How Free is the Franchisee to Set its Own Prices?

*Moderators: Anders Thylin, Thylin, Sweden;
Peter Viitre, Sotos LLP, Canada*

Table 7 | Establishing and Maintaining an International Compliance Program for Franchising

*Moderators: Jennifer Dolman, Osler, Hoskin & Harcourt LLP,
Canada; Tanja Hens, Davis Wright Tremaine LLP, USA*

Table 8 | Using and Controlling AI in International Relationships

*Moderators: Alan Greenfield, Greenberg Traurig, USA;
Brian Schnell, Faegre Drinker, USA*