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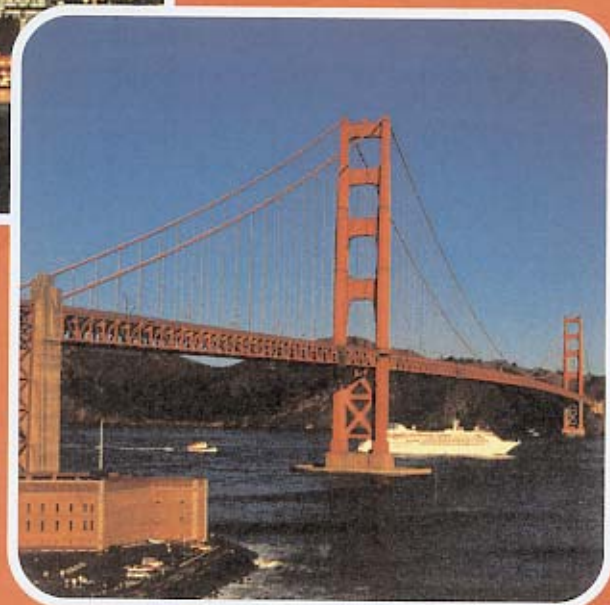
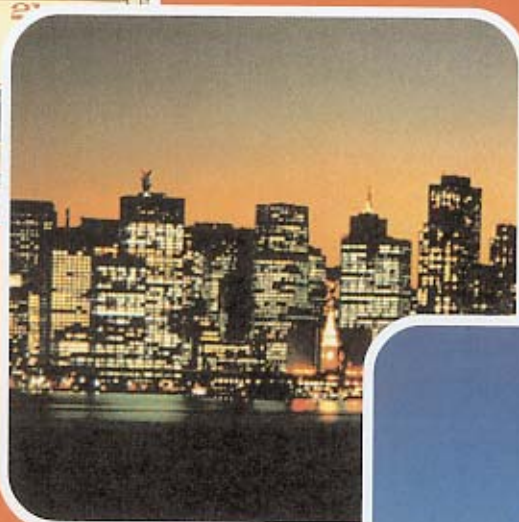
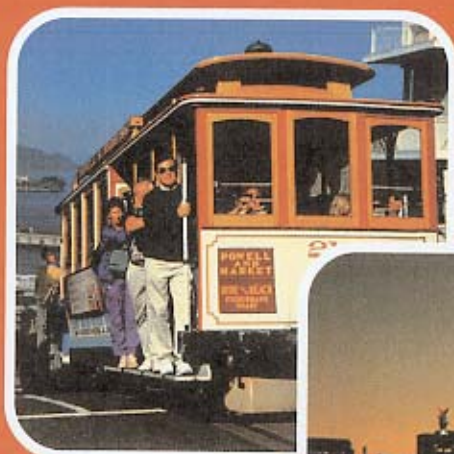


14-19 September

San Francisco

International
Bar Association
Conference

2003



Programme

pricing and service level regimes, lessons learned and pitfalls to avoid.

Speakers

Trevor W Nagel

Bob Aeschliman *Soletron Corporation, Milpitas, California, USA*

Harry Rubin *Heller Ehrman White & McAuliffe LLP, San Diego, California, USA*

Outline of a supply chain outsourcing transaction: comparison with standard outsourcing paradigm

Speaker

Nigel Wildish *Field Fisher Waterhouse, London, UK*

S

Products Liability, Advertising, Unfair Competition and Consumer Affairs

Chair

Christopher J S Hodges *CMS Cameron McKenna, London, UK*

MONDAY 15 SEPTEMBER

0900 – 1200 Room C1

Advertising law and unfair competition around the globe

Joint session with Committee Y.

Session Co-Chairs

Juergen Brandstaetter *Foglar-Deinhardstein & Brandstaetter, Vienna, Austria; Deputy Secretary/Publications and Newsletter Editor, Committee S*

Laura Christa *Christa & Jackson, Los Angeles, California, USA; Senior Vice-Chair, Committee Y (Travel, Tourism and Hospitality Law)*

Using a scenario in which a global travel company advertises its products across a multitude of jurisdictions, a panel of experts covering the major regions of the world will discuss misleading advertising as a form of 'unfair competition' or 'unfair trade practices', making such

advertising illegal. Since many advertising campaigns today are global in scope, a cohesive understanding of unfair competition laws across the major regions of the world is critical to the success of the campaign. In particular, the panel will apply the global travel scenario to accomplish the following:

- a cross-jurisdictional review of how 'unfair' competition is defined;
- a cross-jurisdictional analysis applying the laws of 'unfair competition' to advertising;
- a cross-jurisdictional comparison of enforcement mechanisms, to address claims of unfair competition based on misleading or false advertising, including:
 - public versus private actions, including 'representative' or 'class' actions;
 - strategies involving judicial versus administrative action;
 - differences between state and/or federal systems;
 - the availability of injunctive relief, restitution and damages;
 - the ability to appeal adverse decisions of courts and administrative bodies;
 - number of instances (levels) existing on appeal and existence of any suspense effect.

Participants in the session from jurisdictions not represented on the panel are invited to interact with the panel and give an overview of the situation in their jurisdiction. By comparing the different approaches ranging from criminal enforcement to civil injunctions and damages remedies, those attending should be able to make recommendations as to which processes are strategically preferable.

Speakers

Shirley Kwok *Vivien Chan & Co, Hong Kong*

Jonathan M Wagner *Kramer Levin Naftalis & Frankel LLP, New York, USA*

Brenda Pritchard *Gowling Lafleur Henderson LLP, Toronto, Ontario, Canada*

Brad Seligman *The Impact Fund, Berkeley, California, USA*

Christian W Meister *Jones Day, Munich, Germany*

Riccardo Nardi *Head of Legal Services, Association of British Travel Agents, London, UK*

TUESDAY 16 SEPTEMBER

0900 – 1200 Salon 1 and 2

Global privacy and data protection compliance

Joint session with Committees R and Cc. See Committee R, page 51, for details.

WEDNESDAY 17 SEPTEMBER

1400 – 1700 Room C1

Update on product liability and consumer regulation issues in the European Union, the United States and other jurisdictions

Joint session with Committee Cc.

Session Co-Chairs

Jorge Santiago Neves *Barrocas Sarmiento Neves Rocha, Lisbon, Portugal; Secretary/Website Coordinator, Committee S*

Christopher J S Hodges

A half-day session to provide an overview and update on product liability and consumer regulation issues in various jurisdictions with a particular focus on the European Union and the United States, with input from Committee S country correspondents. Important issues will include new laws and decisions in fair trading, promotion, consumer sales, product and safety regulation and liability. Given the venue for the session, the EU update will be preceded by an introduction to the European legal system.

This session will be interactive, and all attendees may contribute.