



DOING BUSINESS GLOBALLY

Conference Agenda

November 15, 2016 | The Tower at Cityplace | Dallas

Program Sponsors:



TIME	SESSION TITLE	LOCATION
8:30 am	Registration and Breakfast	Oaklawn
9:00 am	Morning Keynote Presentation and Plenary Session	Joe C. Thompson Amphitheater
11:30 am	Luncheon	42nd Floor
12:15 pm	<p>Afternoon Panel Sessions (choose one panel per session)</p> <p>Session I: 12:15 pm to 1:30 pm</p> <p>Session II: 1:35 pm to 2:35 pm</p> <p>Session III: 2:40 pm to 3:55 pm</p> <p>Session IV: 4:00 pm to 5:00 pm</p> <p>Note: There is a 5 minute intermission between each panel session.</p>	
5:00 pm	Cocktail Reception	42nd Floor



Plenary Session

Conference Room: Joe C. Thompson Amphitheater

TIME	SESSION TITLE	SPEAKERS
9:00 am	Welcome	<p>Michael Santa Maria Managing Partner, Baker & McKenzie - Dallas</p> <p>Paul Rawlinson Chairman of the Executive Committee, Baker & McKenzie - London</p> <p>Tara Weilbacher ACC-Dallas-Fort Worth President and Associate General Counsel and Director, Bank of America</p>
9:10 am	Keynote Presentation <i>Leading with Confidence in an Uncertain World</i>	Geoff Colvin Senior Editor-at-Large, Fortune Magazine
10:15 am	Break	
10:30 am	Panel Discussion <i>The Impacts of Geopolitical and Macroeconomic Developments on the Future of Business</i>	<p>Moderator:</p> <p>Jason Marczak, Director, Latin America Economic Growth Initiative, Adrienne Arsht Latin America Center, Atlantic Council</p> <p>Panelists:</p> <p>Raymundo Enriquez, Baker & McKenzie - Mexico City</p> <p>Daniel Lund, Baker & McKenzie - London</p> <p>Peter MacKay, Baker & McKenzie - Toronto</p>
11:30 am	Luncheon	



Session I: 12:15 pm to 1:30 pm (Choose One Panel)

PANEL NAME	SPEAKERS	ROOM
<p>Navigating the Latest Global Privacy Risks - Cross-Border Data Transfers, Breach Notification Duties and Increased Penalties</p> <ul style="list-style-type: none"> Privacy governance and compliance – an in-house perspective Common privacy issues for global companies Privacy Shield and EU data protection update (GDRP): What's next? 	<p>Moderator: Brian Hengesbaugh, Baker & McKenzie - Chicago</p> <p>Panelists: Amy de La Lama, Baker & McKenzie - Chicago Lauren Leahy, <i>Senior Counsel</i>, Pizza Hut</p>	Lakewood I
<p>What's Next for Global Commerce? Politics, Policy and the Road Ahead</p> <ul style="list-style-type: none"> Predictions on policy directives and key players in the next administration Recent developments related to global growth markets The road ahead for commercial opportunities in frontier markets, such as Cuba New business opportunities and limitations for US multinationals in growth markets across the world 	<p>Moderator: Jason Marczak, Director, Latin America Economic Growth Initiative, Adrienne Arsht Latin America Center, Atlantic Council</p> <p>Panelists: Raymundo Enriquez, Baker & McKenzie - Mexico City Ashok Lalwani, Baker & McKenzie - Singapore Nick Sprague, <i>Vice President, Legal & Institutional Relations</i>, Braskem America Lise Test, Baker & McKenzie - Washington DC</p>	Lakewood II
<p>Tax Planning and Corporate Governance*</p> <ul style="list-style-type: none"> Anticipating potential challenges by local tax authorities, regulatory and law changes, as well as scrutiny from stakeholders and the media Organizing your planning on the front end through effective project management to align tax directors and executives Optimizing the execution phase – defining risk and responsibilities, conducting tax and corporate due diligence, and documenting cross-border transactions 	<p>Moderator: Robert Moore, Baker & McKenzie - Miami</p> <p>Panelists: Jorge Gonzalez, Baker & McKenzie - Dallas Melinda Phelan, Baker & McKenzie - Dallas</p>	Turtle Creek I

*This panel is sponsored by:





Session II: 1:35 pm to 2:35 pm (Choose One Panel)

PANEL NAME	SPEAKERS	ROOM
<p>Global Employment Compliance Risk Management - What Is or Should Be Keeping You Up at Night</p> <ul style="list-style-type: none"> ▪ Dodd-Frank and cross-border whistleblowers ▪ Global codes and international hotlines ▪ Global compacts ▪ Shift from voluntary to regulated human rights ▪ Global supply chains 	<p>Moderator: Cynthia Jackson, Baker & McKenzie - Palo Alto</p> <p>Panelists: Brent Dyer, <i>Senior Legal Counsel for HR and Litigation</i>, Trend Micro</p> <p>Celina Joachim, Baker & McKenzie - Houston</p> <p>Daryl Pritchard, <i>VP, AGC of Employment, Ethics and Compliance</i>, GENBAND</p>	<p>Lakewood I</p>
<p>Brazil - Seizing Opportunities in Uncertain Times</p> <ul style="list-style-type: none"> ▪ Current legal and business environment and outlook ▪ Key regulatory and investment trends ▪ How to successfully deal with local governments ▪ Top 5 common mistakes made by foreign companies 	<p>Moderator: Brian Whisler, Baker & McKenzie - Washington DC</p> <p>Panelists: Luis Ambrósio, <i>Trench, Rossi e Watanabe Advogados</i> - São Paulo</p> <p>Ricardo Sennes, <i>Managing Partner</i>, Prospectiva</p> <p>Nick Sprague, <i>Vice President, Legal & Institutional Relations</i>, Braskem America</p>	<p>Lakewood II</p>
<p>Trends in Financial Markets Enforcement</p> <ul style="list-style-type: none"> ▪ Enforcement trends in cases being brought by the SEC, CFTC, SROs, DOJ and US bank regulators ▪ The recent rise of DOJ criminal actions in the financial industry, including “spoofing” and other illegal practices ▪ Compliance steps to take in an effort to avoid a regulatory investigation ▪ What to do when the regulator calls 	<p>Moderator: Elizabeth Yingling, Baker & McKenzie - Dallas</p> <p>Panelists: Robert Kent, Baker & McKenzie - Chicago</p> <p>Richard Kirby, Baker & McKenzie - Washington DC</p> <p>Matt Kluchenek, Baker & McKenzie - Chicago</p> <p>Kimberly Prior, Baker & McKenzie - Miami</p>	<p>Turtle Creek I</p>



Session III: 2:40 pm to 3:55 pm (Choose One Panel)

PANEL NAME	SPEAKERS	ROOM
<p>Understanding Key Differences in Cross-Border Deal Terms</p> <ul style="list-style-type: none"> ▪ Purchase price adjustment mechanisms ▪ Material adverse change ▪ Disclosure regimes ▪ Market indemnification terms 	<p>Moderator: Roger Bivans, Baker & McKenzie - Dallas</p> <p>Panelists: Gerry McGrath, <i>General Counsel</i>, Fogo de Chão</p> <p>Jorge Gonzalez, Baker & McKenzie - Dallas</p>	Lakewood I
<p>Protecting Trade Secrets Globally</p> <ul style="list-style-type: none"> ▪ Federal claims and remedies under the newly enacted Defense of Trade Secrets Act ▪ Criminal Prosecution strategies and cooperating with the government on claims under the Economic Espionage Act ▪ The protection of US trade secrets before the International Trade Commission ▪ Trade secret protection overseas ▪ Best practices for preventing trade secret theft in the US and overseas 	<p>Panelists: Jochen Herr, Baker & McKenzie - Munich</p> <p>Lan Li, Baker & McKenzie - Shanghai</p> <p>Bart Rankin, Baker & McKenzie - Dallas</p> <p>Brian Whisler, Baker & McKenzie - Washington DC</p>	Lakewood II
<p>Latest Tax Developments for Corporate Executives*</p> <ul style="list-style-type: none"> ▪ Up to the minute on inversions and intercompany debt arrangements (including impact of 385 regulations) ▪ How will BEPS affect cross-border deals? ▪ Tax issues in structuring and negotiating deals 	<p>Moderator: Susan Stone, Baker & McKenzie - Houston</p> <p>Panelists: Kai Kramer, Baker & McKenzie - Dallas</p> <p>Todd Schroeder, Baker & McKenzie - Dallas</p>	Turtle Creek I

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Session IV: 4:00 pm to 5:00 pm (Choose One Panel)

PANEL NAME	SPEAKERS	ROOM
<p>The Internet of Things - Privacy and Security Risks Abound</p> <ul style="list-style-type: none"> Data security risks associated with the growing connectivity of devices Looming privacy issues with embedded systems (medical devices, automotive, wearables) What challenges lie ahead for global companies in legal and regulatory compliance? 	<p>Panelists:</p> <p>Amy de La Lama, Baker & McKenzie - Chicago</p> <p>Brian Hengesbaugh, Baker & McKenzie - Chicago</p>	Lakewood I
<p>10 Tips for Successful Global Expansion</p> <p>This panel will address the top-line hallmarks of success, and common pitfalls to avoid, when expanding into new markets. Topics will include:</p> <ul style="list-style-type: none"> Buy, build or partner? Tax and people planning Dispute resolution and risk management Local law analysis Brand management and protection Contractual enforceability matters 	<p>Moderator:</p> <p>Michael Santa Maria, Baker & McKenzie - Dallas</p> <p>Panelists:</p> <p>Maria L. Garton, Associate General Counsel, Lockheed Martin Aeronautics Company</p> <p>Jayshree Gupta, Baker & McKenzie - Dubai</p> <p>Bryan McCrory, Assistant General Counsel, Brinker International</p> <p>Peter Smith, Vice President of Global Franchising, Enterprise Holdings</p>	Lakewood II
<p>Managing Disputes in a Flat World</p> <ul style="list-style-type: none"> Advantages of company-wide – as opposed to local office – systems for handling disputes to best manage risk and resolve disputes more quickly and cost-effectively Value of creating and distributing to all company in-house counsel proposed disputes clauses principles, model clauses and drafting notes Best practices in early case assessment (ECA), alternative dispute resolution (ADR), budgeting and coordination with outside counsel and collection and review of information for regulatory purposes 	<p>Moderator:</p> <p>Brendan Cook, Baker & McKenzie - Houston</p> <p>Panelists:</p> <p>Leng Sun Chan, Baker & McKenzie - Singapore</p> <p>Brian Hurst, Baker & McKenzie - Dallas</p>	Turtle Creek I