

**Baker
McKenzie.**



DOING BUSINESS GLOBALLY

DALLAS | OCTOBER 18, 2018

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OVERVIEW



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From disruptive technologies to geopolitical turmoil, global companies have a vast array of issues to consider when expanding globally or managing their existing global footprint. This continuous era of change has led to the corporate legal department assuming a role not only as a legal advisor, but also as a protector of one of the company's most fragile assets – its reputation. As senior management continues to view the legal department as the organization's "moral compass," chief legal officers, general counsel and their teams are now faced with protecting the corporate reputation while managing constant innovation and heightened risk.

At Doing Business Globally, you will hear from experienced business leaders, in-house counsel and Baker McKenzie practitioners, discussing the most prominent legal and operational challenges for global businesses, including:

- Regulation and risk management in a complex world
- Workforce challenges and the diversity and inclusion imperative
- Impact of innovation and new technologies on business models
- Evolving strategies for global expansion and investment

KEYNOTE SPEAKER



TERRY JONES

*Founder and former CEO, Travelocity and
former Chairman, Kayak.com*

BENEFITS OF ATTENDING THIS SERIES INCLUDE:

- Hear keynote speaker, **Terry Jones**, *founder and former CEO, Travelocity and former Chairman, Kayak.com*, discuss the key innovation opportunities (and threats) that are top of mind for boards and c-suite
- Tailor your itinerary for this full-day, complimentary conference and choose from an array of practical and cutting-edge topics
- Build relationships and network with global leaders and industry colleagues
- Earn CLE credits
- Access exclusive analysis and thought-provoking publications



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AGENDA



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8:30 am

Registration and Breakfast

9:00 am

Welcome Remarks and Keynote Presentation

Featuring:

Terry Jones, Founder and former CEO, Travelocity and former Chairman, Kayak.com

10:30 am

Plenary Session: Guarding the Corporate Reputation and Creating Security in a New World Order

Moderator:

Gloria Santona, Of Counsel, Baker McKenzie and former Executive Vice President, General Counsel and Corporate Secretary, McDonald's Corporation

Speakers:

Rhys J. Best, Chairman, MRC Global

Lawrence J. Johnson, Chief Executive Officer, Fogo de Chão

Mary R. Korby, Independent Director, Darling Ingredients

Daniel W. Rabun, Chairman of the Board of Directors, Apergy Corporation, member of Board of Directors, Apache Corporation, member of the board and former Chairman of the Board, Golar LNG Ltd., and former Chairman of the Board, President and Chief Executive Officer, Ensco plc.

11:30 am

Luncheon

12:30 pm

Breakout Panel Sessions (panel session information on the next page)

Session I – 12:30 pm – 1:30 pm

Session II – 1:40 pm – 2:40 pm

Session III – 2:50 pm – 3:50 pm

Session IV – 4:00 pm – 5:00 pm

5:00 pm

Networking Reception

REGISTER HERE

LOCATION

THE TOWER AT CITYPLACE

2711 North Haskell Avenue

Dallas, TX 75204

thecityplacetower.com



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PANEL SESSIONS



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

Option A: The Evolving Regulatory Landscape for Autonomous Technology

- Recent developments in artificial intelligence, machine learning, and autonomous technologies in the transportation sector
- Regulatory overview for autonomous vehicles, including drones, and mobility options in the US
- How legal issues impact the development of new autonomous technologies in the transportation sector
- Overview of current cybersecurity issues and challenges

Option B: Reducing the Risk of Inheriting an Enforcement Action: Compliance due diligence in M&A and JV transactions

- Which M&A team structures and practices enable effective compliance due diligence?
- Common pitfalls in conducting compliance due diligence and how to address problems
- How to integrate an acquired entity into your compliance program
- Overview of M&A compliance diligence survey and lessons learned

Option C: Translating Tax Reform: The game-changer you need to understand

- What are the implications of the largest tax overhaul in three decades? What GCs and senior management need to know
- Understanding the changes to rules permitting repatriation of cash to the US – how will the changes impact M&A?
- How rule changes may impact current and prospective third-party and related-party transactions and planning

Session II 1:40 pm to 2:40 pm (Choose One Panel)

Option A: Protecting the Attorney-Client Privilege in International Transactions, Investigations and Litigation

- What are the inter-country differences in the attorney-client privilege?
- Recent court decisions on waiver in the context of cross-border investigations and litigation
- Best practices for mitigating the risk of waiver

Option B: Enterprise Risk Management and Your Global Supply Chain

- How to mitigate risk and maximize value when structuring your supply chain
- What are the critical policy-related matters that impact supply chains, including trade agreements, import/export controls and cross-border transit, FCPA and anti-corruption, and other emerging legal requirements?
- Best practices for integrating enterprise-wide supply chain risk management, including streamlining diligence and ensuring compliance with disclosure obligations

Option C: Financing Your Next Deal: Addressing geopolitical implications in Latin America and other emerging economies

Latin America

- How will the current geopolitical landscape impact growth and foreign direct investment in Latin America?
- Addressing the infrastructure financing gap – strategies for financing the growing pipeline of new projects in Latin America

Africa

- With solid growth projected in Nigeria but a looming infrastructure finance gap, how will projects be financed to support the country's growth?
- How the slowdown in China could lead the country to invest more heavily in Africa, particularly in infrastructure



Guest speakers to include senior executives from top-tier organizations, including: **Bank of America, Capital One, Kavo Kerr, Michaels Stores, MRC Global, and Toyota Research Institute**, among others.

PANEL SESSIONS



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Session III 2:50 pm to 3:50 pm (Choose One Panel)

Option A: Anticipating Board Level Issues in Global Brand Expansion

- Trade wars, changing tax laws and global political uncertainty – what the Board needs to consider in global brand expansion
- Board-level concerns with global brand expansion – how to assess enterprise-wide risk
- Which mode of market entry makes the most sense from a risk management perspective?
- E-commerce, privacy and data security – understanding new dimensions of country risk, including new regulations, cross-border contagion and political risk

Option B: Emerging Trends in Advancing Corporate Diversity and Inclusion Goals

- Building a strong corporate culture that fosters diversity, professionalism and respect
- Successful strategies employed by in-house legal departments to improve diversity in companies and law firms
- Interactive discussion of emerging trends, including measuring the impact of diversity initiatives

Option C: Top Trends in Cross-Border M&A

- CFIUS reform and how it will affect companies doing cross-border deals
- Strategies to consider based on trends in reps and warranties insurance
- The rise of carve-out transactions and how this may impact your business strategy

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

Option A: Conflicts Between US Legal Demands for Data and Global Data Protection Laws

- How to keep up with proliferating data laws
- Strategies for managing the increased legal demands for data
- How to identify conflict scenarios between US legal demands and non-US data laws and establishing a multi-layered approach to addressing conflicts

Option B: Spotlight on Doing Business in Mexico: What does the change in administration mean for risk management and business strategy?

- The impact of recent developments in major international trade agreements on multinationals operating in Mexico
- Best practices for tackling challenges presented by an ever-changing tax environment and what companies should consider to protect their investments
- The new administration – changes and considerations by industry

Option C: Distribution Channel Conflict in the Consumer Goods and Retail Industry: Managing the rise of e-commerce

- Channel conflicts – what are the causes?
- How to build brand balance and strategy for various distribution channels
- Managing, mitigating and resolving channel conflict
- Evaluating license agreements across distribution channels
- Discussion of best practices and how to turn problems into opportunities



Attendees can customize their day and move between the afternoon panel sessions to take full advantage of the topical presentations.



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Baker McKenzie helps clients overcome the challenges of competing in the global economy. We solve complex legal problems across borders and practice areas. Our unique culture, developed over 65 years, enables our 13,000 people to understand local markets and navigate multiple jurisdictions, working together as trusted colleagues and friends to deliver value to our clients.



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