The transformation of the Digital Age has brought exciting opportunities for growth, but it has also presented significant threats and risks, particularly for companies operating across borders. Hear how market leaders are using the digital revolution to gain a competitive advantage at our seventh annual Doing Business Globally series.

This highly rated, complimentary program unites senior business executives, in-house counsel and Baker McKenzie practitioners from around the world. Together, they will examine the key legal and business challenges facing global companies in the Digital Age and provide concrete strategies to transform digital business models.

**BENEFITS OF ATTENDING THIS SERIES INCLUDE:**

**Gain Insight From Global Thought Leaders**
Learn practical tips and strategies from senior executives and thought leaders at the forefront of geopolitical and macroeconomic development that apply to your business.

**Customize Your Experience**
Tailor your own itinerary and choose to attend the breakout panel sessions that are most relevant to your industry and business. Take advantage of opportunities for personalized discussions with Baker McKenzie practitioners to address your specific needs.

**Build Your Global Network**
Grow a network of invaluable contacts for benchmarking your business strategy, and building your company and career. Learn and interact with market leaders during a full day of programming and networking with industry peers.

**Earn CLE and CPE Credits**
This program will provide over four CLE credits in Illinois, California, New York and Texas. CPE is also offered for select panels.

**Access Exclusive Publications**
Enjoy exclusive complimentary access to legal publications and handbooks that highlight trends and analysis around specific countries and areas of law, authored by industry leaders.

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**KEYNOTE SPEAKER**

Jim Carroll
Global Futurist, Trends and Innovation Expert
REGISTRATION & BREAKFAST

KEYNOTE PRESENTATION

Where’s the Growth? Transformative Opportunities for Transformative Times
Featuring: Jim Carroll: Global Futurist, Trends and Innovation Expert

PANEL DISCUSSION

Moderator:
Brian Hengesbaugh
Baker McKenzie - Chicago

Panelists:
Eduardo Andrade
Senior Vice President Global Compliance and Ethics Officer
The Priceline Group, Inc.

Robert Kress
Managing Director, Accenture Security, and Global Quality and Risk Officer
Accenture

LUNCHEON

BREAKOUT PANEL SESSIONS

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

NETWORKING COCKTAIL RECEPTION

LOCATION

Baker & McKenzie LLP
300 East Randolph Street, Suite 5000
Chicago, IL 60601
United States

CONTACT

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Supply Chain Collaboration in a Digital World: Risks and Rewards
- Market practices: How digitalization is transforming the supply chain and best practices in project tracking, coordination and dealing with disruptive technologies
- Advantages and risks of a fully integrated supply chain
- Ensuring supply chain integrity, including legal protections against human rights violations, counterfeit goods and gray market products
- Managing the growing threat of trade secret theft
- Criminal and regulatory actions involving supply chain conduct

Maximizing Tech and Data in Cross-Border M&A Deals
- Valuation: Identifying and assessing the target’s tech and data assets and impact on purchase price
- Due Diligence: Determining how tech and data are developed, collected, retained, used and shared
- Negotiating and Drafting: Defining ownership and sharpening transfer of tech and data assets in purchase agreement
- Closing and Integration: Driving value and managing compliance from the tech and data integration

The Perfect Storm on Data Privacy and Security: More Data, More Regulation, More Enforcement
- What companies are doing to prepare compliance in this quickly evolving regulatory landscape
- Impact of global regulatory changes in key geographies such as Europe, China and the US
- Counter-measures you may (and should not) attempt against cyber criminals
- Responding to data-theft incidents in a way that does not put your company in Congress’s cross-hairs
- Navigating the data privacy class-action minefield

The Rising Importance of Safeguarding Trade Secrets in the Digital Age
- The growing value and vulnerability of trade secrets
- Insights from 400+ multinational corporate executives and senior officials on trade secret protection
- Trade secret protection in Europe and China
- Best practices for preventing trade secret theft in the US and overseas

Taxation of the Digital Economy
- Evolving norms for imposing taxing jurisdiction in the digital age
- Rethinking profit attribution and transfer pricing
- Alternative taxation regimes for the digital economy
- Responding to the OECD Base Erosion and Profit Shifting project

MedTech in the Digital Age
- Evolution of focus on patient and personal data driven by advances in technology and value data
- Impact of GDPR and other privacy laws
- Complexities that arise with cloud providers and other third party providers
- Current congressional and FDA regulatory developments impacting digital health and other MedTech products

Guest speakers to include senior executives from top tier organizations, including: Accenture, Mondelēz International, The Priceline Group and Walgreen Co., among others.
### Session III | 2:50 pm - 3:50 pm

**Managing Data Risks in Complex Investigations**
- Impact of location and method of data storage on a company's ability to quickly obtain and effectively analyze data in complex investigations
- International data storage and privacy requirements
- Strategic considerations including when the US government or a private entity may compel disclosure of data stored on a foreign server
- Mitigating data availability risks presented by cloud and hosted data solutions

**Rules of Engagement: Managing Risk For Consumer-Facing Businesses**
- Navigating consumer protection, product compliance and other local regulatory risks when selling online
- Key compliance challenges in direct marketing to consumers
- Potential legal risks and pitfalls of monetizing your data
- Managing your commitments in consumer-facing privacy statements
- Social influence marketing over the web and the heightened impact of customer demanded transparency and sustainability

**Digital Currency and Technology Transformation in Financial Services: Challenges and Opportunities**
- Technology underlying cryptocurrencies and blockchains
- FinTech compliance: Key regulatory considerations and initiatives
- Financial institutions enforcement trends

### Session IV | 4:00 pm - 5:00 pm

**The Impact of Technology on Work and the Workplace**
- Employees and independent contractors: Is the law keeping up with technology?
- Data privacy challenges resulting from more technology and more data
- Office space and real estate implications as companies go digital
- Global employment considerations and industry trends

**Navigating US Export Controls and Sanctions in the Digital Age**
- Risks associated with electronic communications, from intracompany emails and communications, to storage of data and cloud computing
- Common compliance pitfalls related to electronic sales and export transactions
- Using technology to mitigate export controls and sanctions compliance risks

**Autonomous Technology and Automated Driving: Legal Challenges and Trends**
- Artificial intelligence, machine learning and autonomous technology: Liability and its impact on development
- Regulatory overview and updates for autonomous vehicles and software
- Overview of cybersecurity related challenges

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

**Continuing Legal Education**
Approved for at least 4.0 Illinois, California, New York and Texas general CLE credits. Participants requesting CLE for other states will receive Uniform CLE Certificates. CPE is also offered for select panels.

**Complimentary Program**
There is no fee to attend but registration is required and will be accepted on a first-come, first-served basis. This program is not open to attendance by other professional services providers.

**Additional Information**
For additional information regarding the program, please contact Sara Anstoetter at +312 861 7980 or by email at sara.anstoetter@bakermckenzie.com.