

# DOING BUSINESS GLOBALLY

## Conference Agenda

November 6, 2014 | The Tower at Cityplace | Dallas

Sponsored by:



TIME	SESSION TITLE	LOCATION
8:30 am	Registration and Breakfast	
9:00 am	Morning Keynote Presentation and Plenary Session	Joe C. Thompson Amphitheater
11:45 am	Lunch	To be served outside each Track Session Room
12:15 pm	<u>Track Sessions</u> Track I: Global Emerging Markets  Track II: Doing Cross-Border Deals: Boot Camp  Track III: Minding Your Global Tax Burden  Track IV: Managing Global Risks	Lakewood I  Turtle Creek I  Lakewood II  Joe C. Thompson Amphitheater
5:00 pm	Cocktail Reception	42nd Floor

## Plenary Session

Conference Room: Joe C. Thompson Amphitheater

<b>TIME</b>	<b>SESSION TITLE</b>	<b>SPEAKERS</b>
8:30 am	<b>Registration and Breakfast</b>	
9:00 am	<b>Welcome</b>	<i>Michael Santa Maria</i> Managing Partner, Baker & McKenzie - Dallas  <i>Kelly Turner</i> , ACC-DFW President and Vice President and Associate General Counsel, Goldman Sachs & Co.
9:15 am	<b>Keynote Presentation</b>	<i>John Paul DeJoria</i> , Co-Founder of John Paul Mitchell Systems and The Patron Spirits Company
10:15 am	<b>BREAK</b>	
10:30 am	<b>Panel Session: Enterprising brand strategies: Achieving global growth and protecting the company</b>	<b>Moderator:</b> <i>Michael Santa Maria</i> Managing Partner, Baker & McKenzie - Dallas  <b>Panelists:</b> <i>Sheryl Adkins-Green</i> , Chief Marketing Officer, Mary Kay <i>Jennifer Saenz</i> , Vice President of Innovations, Frito-Lay <i>Carrie Walsh</i> , Chief Marketing Officer, Pizza Hut US

## Track I: Global Emerging Markets: Mapping Country Opportunities and Risks

### Conference Room: Lakewood I

As they invest or operate internationally, multinational corporations need to understand and manage the new opportunities and pitfalls in emerging markets. Our global emerging markets track will provide first-hand analysis of the business opportunities and risks faced by companies in key established and up-and-coming jurisdictions in Asia, Africa, the Middle East and Latin America.

TIME	SESSION TITLE	SPEAKERS
12:15 pm	<b>India and Vietnam</b> <ul style="list-style-type: none"> <li>• Key regulatory and investment trends</li> <li>• M&amp;A insight and outlook</li> <li>• How to successfully deal with local governments</li> <li>• Top 5 common mistakes made by foreign companies</li> </ul>	<b>Panelists:</b> <i>Lan Phuong Nguyen</i> , Baker & McKenzie - Ho Chi Minh City <i>Ashok Lalwani</i> , Baker & McKenzie - Singapore
1:30 pm	<b>China</b> <ul style="list-style-type: none"> <li>• Key regulatory and investment changes</li> <li>• M&amp;A insight and outlook</li> <li>• How to successfully deal with the local government</li> <li>• Top 5 common mistakes made by foreign companies</li> </ul>	<b>Panelists:</b> <i>Bing Ho</i> , Baker & McKenzie - Shanghai <i>Vivian Wu</i> , Baker & McKenzie - Beijing/Washington, DC
2:30 pm	<b>Break</b>	
2:45 pm	<b>Africa and the Middle East</b> <ul style="list-style-type: none"> <li>• Key regulatory and investment trends</li> <li>• M&amp;A insight and outlook</li> <li>• How to successfully deal with local governments</li> <li>• Top 5 common mistakes made by foreign companies</li> </ul>	<b>Panelists:</b> <i>Reagan Demas</i> , Baker & McKenzie - Washington DC <i>Tom Thraya</i> , Baker & McKenzie - Dubai
3:45 pm	<b>Brazil, Colombia and Mexico</b> <ul style="list-style-type: none"> <li>• Key regulatory and investment trends</li> <li>• M&amp;A insight and outlook</li> <li>• How to successfully deal with local governments</li> <li>• Top 5 common mistakes made by foreign companies</li> </ul>	<b>Panelists:</b> <i>J. Roberto Martins</i> , Baker & McKenzie - Sao Paulo <i>Erik Gutierrez-Zuniga</i> , Baker & McKenzie - Mexico City <i>Jaime Trujillo</i> , Baker & McKenzie - Bogota
5:00 pm	<b>Cocktail Reception</b>	

## Track II: Doing Cross-Border Deals: Boot Camp

### Conference Room: Turtle Creek I

Establishing profitable international operations requires an appropriate assessment of country risks, correctly defining structures for new market entry, and anticipating key legal hurdles. We will offer practical advice on how to maximize cross-border growth opportunities and minimize risk. Whether you are doing deals involving established global money centers or emerging markets, our panelists will provide insight on how to structure transactions that successfully manage a patchwork of jurisdictions, regulatory environments and business cultures.

TIME	SESSION TITLE	SPEAKERS
12:15 pm	<b>Winning Strategies in Cross-Border Deals: Tips for Success</b> <ul style="list-style-type: none"> <li>Strategies to set up your team for success</li> <li>Structuring and deal issues of special significance in a cross-border deal context</li> </ul>	<b>Moderator:</b> <i>Michael Santa Maria</i> , Managing Partner, Baker & McKenzie - Dallas <b>Panelists:</b> <i>Matt Haltom</i> , Senior Vice President & General Counsel, Sally Beauty Holdings <i>Sterling Miller</i> , General Counsel & Corporate Secretary, Sabre Corporation
1:30 pm	<b>Best Practices for Hot Issues</b> <ul style="list-style-type: none"> <li>Implementing strategic deal protections</li> <li>Navigating global competition regimes</li> <li>Avoiding intellectual property pitfalls</li> <li>Understanding employment and labor force consultative processes</li> </ul>	<b>Moderator:</b> <i>Roger Bivans</i> , Baker & McKenzie - Dallas <b>Panelists:</b> <i>Debbie Bartlett</i> , Senior Counsel - M&A, Texas Instruments <i>David Ellis</i> , Baker & McKenzie - Chicago <i>David Rodi</i> , Senior Legal Counsel-Antitrust, Shell Oil Company
2:30 pm	<b>Break</b>	
2:45 pm	<b>Successfully Implementing Complex Cross-Border Transactions</b> <ul style="list-style-type: none"> <li>Making the borders disappear</li> <li>Due diligence as a value-added service</li> <li>Negotiating, documenting and closing the local sales</li> <li>Being ready for day one</li> </ul>	<b>Moderator:</b> <i>Jorge Gonzalez</i> , Baker & McKenzie - Dallas <b>Panelists:</b> <i>Duffy Lorenz</i> , Baker & McKenzie - Chicago <i>Kevin Maher</i> , Baker & McKenzie - Dallas <i>Carey O'Connor</i> , General Counsel, Flowserve
3:45 pm	<b>Considerations for Transaction Related Restructurings</b> <ul style="list-style-type: none"> <li>Pre-sale/spin-off restructurings</li> <li>Post-acquisition integrations</li> <li>Legal entity rationalizations</li> </ul>	<b>Moderator:</b> <i>Veronika Nemeth</i> , Baker & McKenzie - San Francisco <b>Panelists:</b> <i>Stan Stewart</i> , Baker & McKenzie - Houston
5:00 pm	<b>Cocktail Reception</b>	

## Track III: Minding Your Global Tax Burden: Key Issues for Chief Financial Officers and Chief Tax Officers

### Conference Room: Lakewood II

*Thinking about your company's global tax burden can keep you awake at night! And it's not just lowering your global effective tax rate and then maintaining it. It's the costs of supporting a global legal structure that may or may not have outlived its usefulness. It's making sure that tax, treasury and compliance are working together as a single team. And it's making sure that executives and employees globally are rewarded, awarded and compensated in a coordinated and cost-efficient manner. This track will focus on these key issues from the perspective of the Chief Financial Officer and the Chief Tax Officer.*

TIME	SESSION TITLE	SPEAKERS
12:15 pm	<b>Inversions and IP Migrations</b> <ul style="list-style-type: none"> <li>• What are they?</li> <li>• How do they work?</li> <li>• Why will you be asked about them?</li> </ul>	<b>Moderator:</b> <i>Robert Albaral, Baker &amp; McKenzie - Dallas</i> <b>Panelists:</b> <i>James Lucas, Senior Vice President Tax, Fluor Corp.</i> <i>Susan Stone, Baker &amp; McKenzie - Houston</i> <i>James Wilson, Baker &amp; McKenzie - London/New York</i>
1:30 pm	<b>Legal Entity Rationalization</b> <ul style="list-style-type: none"> <li>• Why simplifying your global structure can make tax, finance, and legal happy (but what about everyone else?)</li> </ul>	<b>Moderator:</b> <i>Robert Albaral, Baker &amp; McKenzie - Dallas</i> <b>Panelists:</b> <i>Regine Corrado, Baker &amp; McKenzie - Chicago</i> <i>Reza Nader, Baker &amp; McKenzie - New York</i>
2:30 pm	<b>Break</b>	
2:45 pm	<b>Financial and Tax Issues of Compensating Your Global Team</b> <ul style="list-style-type: none"> <li>• Global stock plans</li> <li>• Split payrolls</li> <li>• Other global benefits</li> </ul>	<b>Moderator:</b> <i>Robert Albaral, Baker &amp; McKenzie - Dallas</i> <b>Panelists:</b> <i>Valerie Diamond, Baker &amp; McKenzie - San Francisco</i> <i>David W. Ellis, Baker &amp; McKenzie - Chicago/Houston</i> <i>Cori Ulrich, Senior Vice President, Deputy General Counsel, MoneyGram International</i>
3:45 pm	<b>Coordination is Key: Aligning tax, treasury and regulatory compliance with respect to hedge transactions involving derivatives, FATCA and other treasury center issues.</b> <ul style="list-style-type: none"> <li>• Comparing non-pooling vs. pooling</li> <li>• Comparing notional pooling to physical pooling</li> <li>• Assessing the impact of FATCA on non-US cash pooling structures</li> <li>• Coordinating the GAAP, tax and treasury aspects of doing business in multiple currencies</li> <li>• Addressing the impact of Dodd-Frank and FATCA on currency hedging</li> </ul>	<b>Moderator:</b> <i>Robert Albaral, Baker &amp; McKenzie - Dallas</i> <b>Panelists:</b> <i>Philip Kotev, Executive Director; Head of International Coverage for Middle Market South Segment, Commercial Banking, JP Morgan</i> <i>Rodney Read, Baker &amp; McKenzie - Houston</i> <i>Susan Stone, Baker &amp; McKenzie - Houston</i>
5:00 pm	<b>Cocktail Reception</b>	



\*This track is sponsored by The Financial Executives International (FEI) Dallas Chapter

## Track IV: Managing Global Risks

### Conference Room: Joe C. Thompson Amphitheater

Companies, more than ever before, have to be prepared to manage a variety of risks, whether they be risks associated with cyber attacks or risks associated with managing a global workforce. Our track will identify some of the risks global companies face today and the best practices for managing those risks.

TIME	SESSION TITLE	SPEAKERS
12:15 pm	<b>Key Considerations When Managing Global Employment Challenges</b> <ul style="list-style-type: none"> <li>• Trends and tools for building your global workforce</li> <li>• Global codes of ethics and privacy considerations</li> <li>• Managing ex-pat mobility and/or avoiding double liability</li> </ul>	<b>Moderator:</b> <i>David Ellis</i> , Baker & McKenzie - Chicago/Houston <b>Panelists:</b> <i>Shannon Donnelly</i> , Baker & McKenzie - Washington, DC <i>Celina Joachim</i> , Baker & McKenzie - Houston <i>Larry Johnson</i> , Chief Executive Officer, Fogo de Chao <i>Daryl Pritchard</i> , Associate General Counsel - Employment, GENBAND
1:30 pm	<b>Best Practices for Managing a Global Internal Investigation</b> <ul style="list-style-type: none"> <li>• Determining the scope of the investigation</li> <li>• Developing the plan</li> <li>• Collecting the information</li> <li>• Developing/implementing a post-investigation strategy</li> </ul>	<b>Moderator:</b> <i>Larry Finder</i> , Baker & McKenzie - Houston <b>Panelists:</b> <i>Jay Martin</i> , Vice President, Chief Compliance Officer and Senior Deputy General Counsel, Baker Hughes Incorporated <i>Suzanne Montgomery</i> , In-House Counsel, AT&T <i>Douglas Tween</i> , Baker & McKenzie - New York
2:30 pm	<b>Break</b>	
2:45 pm	<b>Protecting the Attorney Client Privilege Globally</b> <ul style="list-style-type: none"> <li>• Comparison of the attorney-client privilege in the US and: England, EU, Germany, Hong Kong, India, Mexico, Russia, Singapore, and Switzerland</li> </ul>	<b>Moderator:</b> <i>Mark Taylor</i> , Baker & McKenzie - Dallas
3:45 pm	<b>Managing Cyber Security Risks</b> <ul style="list-style-type: none"> <li>• Litigation and regulatory update</li> <li>• Policies</li> <li>• Public disclosure</li> </ul>	<b>Moderator:</b> <i>David Lashway</i> , Baker & McKenzie - Washington, DC <b>Panelists:</b> <i>David Burg</i> , Global and US Advisory Cyber Security Leader, PwC <i>Gregory Schaffer</i> , CEO & Founder, First72 Cyber and former Assistant Secretary of Cybersecurity and Communications, Department of Homeland Security <i>John Woods</i> , Baker & McKenzie - Washington, DC
5:00 pm	<b>Cocktail Reception</b>	