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IBA Global Entrepreneurship Conference – Opportunities and Challenges in the current European Entrepreneurial Environment

13–15 May 2015

Hotel Principe di Savoia, Milan, Italy

On the occasion of the 2015 World Exposition – Milano Expo 2015, a conference presented by the IBA Closely Held and Growing Business Enterprises Committee, supported by the IBA Intellectual Property and Entertainment Law Committee, the IBA Young Lawyers' Committee and the IBA European Regional Forum

Topics will include:

- Debate on current efforts within the EU to promote entrepreneurship
- Ideas and innovation
- The importance of finding, retaining and motivating people – and how to do this
- Corporate structure, governance and tax
- Raising growth capital for the private company
- 'This can't be right – Why didn't somebody tell me that?'
- Key dos and don'ts in being or advising an entrepreneur

Who should attend?

Featuring entrepreneurs and expert international speakers from private-practice and in-house, interactive and informative sessions and an exclusive social programme, this event is a 'must attend' for all involved in entrepreneurship and advising private and family-owned businesses, whether nationally or internationally.



Conference topic

The Conference will analyse how the legal and regulatory environment impacts on entrepreneurship and the creation/growth of successful businesses. We will examine key legal and other factors that affect new and growing business enterprises and analyse how these factors hinder or stimulate entrepreneurship. The conference will also address what lawyers should consider when advising entrepreneurs who want to set up a business with a global reach.

Background

The promotion of entrepreneurship, which is a driver for economic growth, is a key issue in many jurisdictions. In Europe it is seen as the push to drive Member States out of the economic crisis. The EU has established the 'Horizon 2020' programme and several Member States (including Spain, Italy and others) have been introducing new legislation. Other jurisdictions are doing the same (for example the Jobs Act in the US). This conference's theme is cutting edge, as is its inter-disciplinary approach.

Location and venue

Milan is the perfect location for the conference. It is the centre of Italian entrepreneurship and can be easily reached, being in a central position in Europe. Italy is a country with a historically strong tissue of globally-known entrepreneurs/closely held and family-owned businesses, who have to cope with the economic crisis and the disadvantages of a rather inflexible and burdensome legal/regulatory environment.

Milan also will be hosting the 2015 World Exposition, Expo 2015 www.expo2015.com which will start in May. Attending the conference will allow participants to visit Expo 2015, as well as paying a visit to a great tourist location.

www.turismo.milano.it.

Conference format

The format will consist of highly interactive expert panel discussions conducted in a 'talk show' format and with lively audience debates. We will start with a global key note introduction on the topic by a leading entrepreneur. Thereafter, a panel of entrepreneurs will lead a debate over strength and weakness of regulations for entrepreneurs. Other panels will address specific topics as detailed in the Conference programme. A final panel will discuss how lawyers can best advise entrepreneurs of closely held and growing business enterprises/SMEs.

Programme

Conference Co-Chairs

Thomas Kaiser-Stockmann *Magnusson, Berlin; Chair, IBA Closely Held and Growing Business Enterprises Committee*
Carlo Pavesio *Pavesio e Associati, Turin; Conference Coordinator, IBA Closely Held and Growing Business Enterprises Committee*

Programme Co-ordinators

Andrés Cerisola *Ferrere, Montevideo; Senior Vice-Chair, IBA Closely Held and Growing Business Enterprises Committee*
Harvey Jay Cohen *Dinsmore & Shohl, Cincinnati; Vice-Chair, IBA Closely Held and Growing Business Enterprises Committee*
Marco A Rizzi *Froriep, Zurich/Madrid; Conference Coordinator, IBA Closely Held and Growing Business Enterprises Committee*

Wednesday 13 May

1900 – 2100 **Welcome reception hosted by the Local Host Committee**

Hotel Principe di Savoia, Veranda room

Start the conference in style. Join IBA Committee Officers, the local Host Committee, colleagues and conference speakers to network over drinks and antipasti.

The reception is open to all delegates and registered guests.

Please indicate if you wish to attend on the registration form.

Conference luncheon sponsor



Conference refreshment break sponsor

FRORIEP

0800 – 1800 **Registration**

0845 – 0900 **Opening remarks by Conference Co-Chairs**

0900 – 0930 **Keynote introduction to Global Entrepreneurship**

Our leading entrepreneur from the Italian fashion industry will provide an expert's view on the current opportunities and challenges for Italian and European entrepreneurship.

Moderator

GianBattista Origoni *Gianni Origoni Grippo Cappelli & Partners, Milan*

Keynote speaker

Francesco Trapani *Senior Partner, Clessidra Fund; former CEO, Bulgari, Milan*

0930 – 1100

Keynote debate on current efforts to promote entrepreneurship within the EU

This panel will discuss current policies and other public efforts to promote entrepreneurship, with an emphasis on projects by the European Union. These will be assessed and evaluated from an entrepreneur's perspective. The aim is to not only give an overview of current EU policies on entrepreneurship, but also to their practical strengths and weaknesses.

Moderator

Thomas Kaiser-Stockmann

Speakers

Peter Blackshaw *Global Head of Digital & Social Media, Nestlé, Vevey*

Carlo Corazza *European Commission, Head of Unit, DG GROW Internal Market, Brussels*

Dr Carmine Di Noia *Deputy Director General, Assonime*

(Association of the Italian Corporations Limited by shares), Milan

Luca Garavoglia *Chairman, Campari SpA, Milan*

Ambassador Vincenzo Petrone *Chairman Fincantieri SpA and former Italian Ambassador in Japan and Brazil, Rome*

Professor Domenico Siniscalco *Senior Vice President Morgan Stanley, former Italian Minister for Economy, Rome*

1100 – 1130 **Coffee/tea break**

1130 – 1300

Ideas and innovation

This panel will provide practical guidance on the protection of ideas, inventions, technologies and brands in closely held and fast growing companies. Much can be done but how will it be done in a cost and time efficient manner? This session will cover perspectives from industries whose products are based on copyright, patents, trademarks or image and personality rights.

These industries will be IT, life sciences, consumer goods (e-commerce) as well as computer games. The panel will focus on:

- How to protect IPR at the initial stages of a product/company life cycle
- How to correct mistakes made at earlier stages of the product/company history
- What strategy to choose with regard to the enforcement of IPR
- How can IPR be commercialised in the right way (through licensing etc)?

Moderators

Stig Bigaard *Bech-Bruun, Copenhagen; Treasurer, IBA Closely Held and Growing Business Enterprises Committee*

Matthias Nordmann *SKW Schwarz Rechtsanwälte, Munich*

Speakers

Domenico Colella *Orsingher Ortu, Milan/Rome*

Daniela De Pasquale *D&P, Milan*

Johan Kahn *Delphi, Stockholm; Vice-Chair, Licensing Intellectual Property and International Treaties Subcommittee, IBA Intellectual Property and Entertainment Law Committee*

Giorgio Riva *Director of Print and Digital Media Business Development, RCS MediaGroup SpA, Milan*

Giuseppe Spanto *CEO, Is Tech, Rome*

Filippo Surace *CEO, Cube Labs, Milan*

1300 – 1430 **Lunch**



Local Host Committee

- Allen & Overy - Studio Legale Associato
- Bonelli Errede Pappalardo Studio Legale
- CBA Studio Legale e Tributario
- Cocuzza & Associati Studio Legale
- CTM Avvocati
- D&P Studio Legale
- De Berti Jacchia Franchini Forlani Studio Legale
- Gianni, Origoni, Grippo, Cappelli & Partners
- HJM Asia & Cajola
- Macchi di Cellere Gangemi Studio Legale
- Maisto e Associati
- Nunziante Magrone Studio Legale Associato
- Pavesio e Associati Studio Legale
- Pavia e Ansaldo Studio Legale
- Pedersoli e Associati Studio Legale
- Studio Legale Bana
- Studio Legale Delfino e Associati Willkie Farr & Gallagher
- Ughi e Nunziante Studio Legale

Thursday continued

1430 – 1600

The importance of finding, retaining and motivating people – and how to do this

A panel of entrepreneurs, HR managers and legal experts from Europe and the US will analyse different employee participation and incentive models, ranging from variable compensation schemes to a wide array of stocks/shares-based award models. At the intersection of economic and legal factors, the pros and cons of existing models and the current trends will be discussed.

Moderators

Rainer Kaspar *PHH, Vienna; Secretary, IBA Young Lawyers Committee*

Marco A Rizzi

Speakers

Paolo Barbieri *CEO Pacific Capital, Luxembourg*

Edoardo F Caltagirone *Board Member, Gruppo Leonardo Caltagirone, Rome*

Marco Monaco Sorge *Tonucci & Partners, Rome; Conference Coordinator & European Forum Liaison, IBA Young Lawyers Committee*

Georg Schlotter *Human Resources Manager Operations & Transformation, BP Lubricants Europe & Africa, Vienna*

Douglas M Young *Baker & McKenzie, San Francisco*

1600 – 1630 **Coffee/tea break**

1630 – 1800

Corporate structure, governance and tax

Corporate structures, governance and structure engineering – what's necessary, what's superfluous, and what's harmful?

- Proper structure and governance as a basis for attracting investors and further developing a company
- The risks of 'over-structuring'
- Tax efficiency/engineering: a must? – and if yes, when?

Moderators

Marcello Gioscia *Ughi e Nunziante, Rome*

Carlo Pavesio

Speakers

Professor Eugenio Barcellona *Pedersoli e Associati, Turin*

Professor Guglielmo Maisto *Maisto e Associati, Milan*

Umberto Nicodano *Bonelli Erede Pappalardo, Milan*

Alejandro Payá *Cuatrecasas Gonçalves Pereira SLP, Barcelona; Website Officer, Closely Held and Growing Business Enterprises Committee*

2030 **Conference Gala Dinner with keynote address**

Palazzo Clerici

Join us for an unforgettable gala dinner at the beautiful 17th century Palazzo Clerici, located in the very heart of Milan, just a few steps from Teatro alla Scala.

The Palace, originally built for the Visconti family, was later acquired by the Clerici family who transformed the building into one of the most opulent, luxurious residences in the city, with magnificent halls featuring frescoes by Giambattista Tiepolo. The Palace now houses the prestigious Institute of International Political Studies.

Ticket price: €95

The International Bar Association's Human Rights Institute

The International Bar Association's Human Rights Institute (IBAHRI), established in 1995, works to promote and protect human rights and the independence of the legal profession worldwide. The IBAHRI undertakes training for lawyers and judges, capacity building programmes with bar associations and law societies, and conducts high-level fact-finding missions and trial observations. The IBAHRI liaises closely with international and regional human rights organisations, producing news releases and publications to highlight issues of concern to worldwide media.



All IBAHRI activities are funded by grants and individual donations.

To help support our projects, become a member for just £40 a year – less than £4 a month.

Visit www.ibanet.org/IBAHRI.aspx for more information, and click **join** to become a member. Alternatively, email us at hri@int-bar.org.

To read more on IBAHRI activities, download the IBAHRI Annual Report 2014 at <http://tinyurl.com/IBAHRI-AnnualReport2014>.

Our work around the world

■ Work carried out in 2014 ■ Work carried out prior to 2014



the global voice of
the legal profession*



www.ibanet.org/IBAHRI.aspx



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0830 – 1300 **Registration**

0915 – 0930 **Welcome address from the Conference Co-Chairs**

0930 – 1100

Raising growth capital for the private company

This panel will tackle the business and legal aspects involved in successful fund raising by private companies. After considering the specifics of early stage financing, the focus is placed on venture capital and private equity financing as sources of capital for the expansion of private companies with proven business models. The panel will discuss mechanisms for the alignment of interests and other elements of legal engineering for the successful implementation of a growth strategy, the adequate protection of the interests of entrepreneurs and investors, and the facilitation of successive investment rounds.

Moderators

Andrés Cerisola

María-Leticia Ossa-Daza *Willkie Farr & Gallagher, New York*

Speakers

Adrian García-Aranyos *Managing Director, Endeavor Spain, Madrid*

Hermann Knott *Luther, Cologne; Co-Chair, IBA Law Firm Management Committee*

José Orlando Lobo *Lobo & De Rizzo, Sao Paulo*

Cameron Taylor *Minter Ellison Rudd Watts, Auckland; Publications Officer, IBA Closely Held and Growing Business Enterprises Committee*

Claudio Visco *Macchi di Cellere Gangemi, Rome; Vice-Chair, IBA Bar Issues Commission*

1100 – 1130 **Coffee/tea break**

1130 – 1300

How to advise entrepreneurs

This can't be right – why didn't somebody tell me that? Key do's and don'ts in being or advising an entrepreneur
The session will be a highly interactive exchange among entrepreneurs, the audience and the Chairs to share practical useful insights derived from 'war stories' and other typical closely-held company situations.

Topics will include:

- We need to 'lawyer up'. Does the entrepreneur need his or her own lawyer separate from any company counsel? What are the best types of lawyers for the entrepreneur and the company? We need a cultural translator: can the lawyer and entrepreneur see eye to eye?
- We must choose a structure. How soon should anyone care? From the start, should we consider 'KISS: keep it simple stupid' or complex arrangements driven by tax and other legal considerations?
- Do we own the keys to the kingdom? Who owns the intellectual property? How soon should anyone care?
- We need help! Who are the best 'partners'? What about 'family and friends'?
- We need to raise money or sell! What can be shocking about Angels, VCs and private equity; pricing and dilution issues.

Moderators

Harvey Jay Cohen

Mario Ferrari *R&P Legal, Turin; Membership Officer, IBA European Regional Forum*

Speakers

Alessandra Gritti *Managing Director, Tamburi Investment Partners SpA, Milan*

Alessandra Guffanti *Owner, Tricolor, Milan*

Miguel Herrera-Lasso *CEO Ros Roca Environment SL, Tàrraga*

Nick Milne Home *Global Chief Operating Officer & President, 1E North America, New York*

Raffaella Romano *General Counsel, Brioni SpA, Rome*

1300 **Lunch**

Lunch speaker

Dr Mario Moretti Polegato *CEO, GEOX SpA, Biadene di Montebelluna*

Continuing Professional Development/Continuing Legal Education

For conference delegates from jurisdictions where CPD/CLE is mandatory, the IBA will provide a Certificate of Attendance for the conference. Subject to CPD/CLE requirements, this can be used by conference delegates to obtain the relevant number of hours' accreditation.

A CPD/CLE Certificate of Attendance is available to conference delegates on request. Please ask at the IBA conference registration desk for information on how to obtain the certificate.



International Bar Association

the global voice of the legal profession

The **International Bar Association** (IBA), established in 1947, is the world's leading organisation of international legal practitioners, bar associations and law societies. The IBA influences the development of international law reform and shapes the future of the legal profession throughout the world. It has a membership of over 55,000 individual lawyers and 206 bar associations and law societies spanning all continents. It has considerable expertise in providing assistance to the global legal community as well as being a source of distinguished legal commentators for international news outlets.

Grouped into two divisions – the **Legal Practice Division** and the **Public and Professional Interest Division** – the IBA covers all practice areas and professional interests, providing members with access to leading experts and up-to-date information. Through the various committees of the divisions, the IBA enables an interchange of information and views among its members as to laws, practices and professional responsibilities relating to the practice of business law around the globe. Additionally, the IBA's high-quality publications and world-class conferences provide unrivalled professional development and network-building opportunities for international legal practitioners and professional associates.

Closely Held and Growing Business Committee overview

The mission of the Closely Held and Growing Business Enterprises Committee is to address issues of particular interest to start ups, owner-managed, closely held and family businesses and their legal advisors, and to organisations with ambitions for growth.

The committee's aim is to provide a focus for the different needs of ownership, management and financing of such organisations.

Intellectual Property and Entertainment Law Committee overview

The main areas are patents, trademarks, copyright, trade secrets and unfair competition. Allied to these are a number of related areas including data protection, database protection, privacy, design rights, domain names and the like.

In the entertainment law area the key focus is on the creation, provision and delivery of content in relation to print, films, broadcasts, cable programmes, musical works and sound recordings. There is also involvement with media law including defamation and privacy and authors' rights in a more general sense.

Young Lawyers Committee overview

The objectives of the Young Lawyers' Committee are to identify, discuss and promote issues involving young lawyers both around the world and within the association. The Committee aims to achieve this by means of fluid communications with the other IBA committees so that their relevant activities and programmes can be actively promoted to young lawyers as well as by getting young lawyers involved directly by recommending them as speakers. Other means of communication applied by the Committee's newsletters and e-bulletins, which are published around three times per year. Here, the Committee officers report on their activities and projects while young colleagues from all over the world submit articles on topics in their jurisdictions they consider being of interest for the Committee.

European Regional Forum overview

Since 2004 the forum has been developing and strengthening the existence of the IBA within the whole of Europe by promoting the goals of the IBA to members, non-members and others, disseminating professional know-how, and assisting the committees and other constituencies of the IBA to increase their presence in the different neighbouring regions to Europe, including parts of North Africa and the Middle East.

The goals of the Forum include addressing current and long-term needs of professional organisations and individual members within the geographical reach of the forum, as well as increasing membership and participation in the IBA and integrating them within the organisation. The forum will also facilitate cross-border activity between lawyers and bars in different European countries. The Forum has a particular focus on cross-disciplinary activities.

Contact information

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