



International Distribution Institute

IDI CONFERENCE 2017

Paris, 9-10 June 2017

Adapting distribution to a changing environment
Developing new e-commerce strategies
Establishing a direct relation with consumers



We have assisted in the last years with important changes to distribution strategies around the world.

The changes mainly relates to the growing importance of the Internet (e-commerce, m-commerce, sales through apps, internet platforms, etc.), which opened new spaces to manufacturers for creating a direct relation with the final customer (with an impact on their distribution networks) and, at the same time, created new chances for the members of the networks to get to new customers (with an impact on the manufacturer and on the other members of the network).

Companies can no longer avoid developing their best distribution strategies and should be aiming at overcoming problems of competition with their networks, keeping the reputation of their brands at a high level, solving problems of logistics, return of products and similar problems.

From the basis of IDI's 2016 Annual Conference, this year we will dive even deeper into a further evaluation on the best contractual strategies and solutions (experiences of omnichannel approaches; on-line platforms; logistic issues; further alternatives; etc.) which is an essential opportunity of discussion for lawyers and in-house counsels.

Consequently, the main session of the 2017 IDI Conference (Friday June, 9th) will be devoted to new ways of distributing in the era of e-commerce, m-commerce, sales through apps, internet platforms, etc.

At the end of the main session we will deal with the IDI arbitration project (IDArb), which intends to facilitate arbitration in distribution disputes through a system of expedited arbitration and a list of arbitrators having specific experience in the field of distribution.

The three workshops of Saturday morning (June 10th) will discuss the following issues:

- (i) Growing constraints to freedom of contract in agency, distributorship and franchising contracts. Possible remedies and/or alternatives.
- (ii) Distributing in China.
- (iii) Rebranding and changing the know-how in franchise agreements.

How distribution is changing: new options and contractual solutions for manufacturers

MORNING SESSION	
CHAIR	Didier Ferrier , Professor of Law, University of Montpellier; Vice-President IDI, IDI country expert for France
08:30-09:00	Registration
09:00-09:20	Welcome Fabio Bortolotti , President IDI Didier Ferrier , vice-President IDI
09:20-09:30	Presentation of the new IDI website Silvia Bortolotti , Buffa Bortolotti & Mathis, Torino; Secretary General IDI
09:30-09:50	New trends and opportunities for distribution in the Internet era While we have been dealing last year in Torino with Internet sales in general, we will deal today with some further developments: promotion through social media and sale (Wechat); sale through marketplaces; global approach - omni-channel strategy (click-n-collect); advanced solutions regarding delivery. Fabio Bortolotti , Buffa Bortolotti & Mathis, Turin; President IDI
09:50-10:10	The customer journey. From discovery to purchase and advocacy It used to be simple and straight forward: a shop expedition or a shopping search. It is now a much more complex and diverse process, a journey that involves the physical and the virtual world, where the consumer meets and interacts with new market players, like bloggers, infomediaries and groups of influencers in social media. It can be a very long process, involving many physical and virtual interactions, but it can also be a sudden and serendipitous decision. A new market environment that raises many difficult questions both for manufacturers and retailers. Luca Pellegrini , Professor of Marketing, IULM University, Milan
10:10-10:30	An example of full integration between e-commerce and social networks: Wechat Wechat is the first example, operating in China, of a full integration between on-line sales, instant messaging and social networks: moving from a communication app to a whole ecosystem currently adopted by: (i) 90% of global brands; (ii) more than 95% of smartphone owners in China. Wechat now manages more than 1.000.000 transactions per minute, as a proof that instant messaging is becoming the standard for mobile internet and mobile commerce. Facebook Messenger and other major players are going quickly in the same direction, how this new global trend is impacting (and will impact in the future) businesses around the world? How should brands react to this to leverage it at its best? Enrico Plateo , Business Development manager, Europe Tencent (WeChat)
10:30-11:00	Distributing through on-line platforms: the manufacturer's perspective What is the definition of on-line platforms? Platforms, e-tailers, marketplaces, etc. On-line platforms as service/logistic/advertisement/SEO providers. What are the main contractual solutions proposed to manufacturers: resale of products by the e-tailer vs. hosting agreements (main differences between the two options, and pros and cons for manufacturers). Possible integrations with the manufacturers sales network. CHAIR: Frederic Fournier , Redlink, Paris Stefano Marzocchi , digital brand protection manager, Ferrero Group, Luxembourg Federico Rizzo , General Counsel - Head of Legal and Corporate Affairs, Diadora Sport, Caerano di San Marco (TV)
11:00-11:30	Coffee break
11:30-11:50	Selling brands on Amazon, eBay and platforms: the distributor's perspective Considering the specific perspective of a distributor, who sells products on the Internet, either

	<p>directly or through online platforms, what are the main issues and concerns? This Q&A session will deal in particular with issues such as (i) how brands try to limit internet sales of resellers; (ii) how Amazon and eBay works and treats resellers; (iii) how brands compete with resellers online; etc.</p> <p>Marco Hero, SGP Rechtsanwälte, Munich; IDI franchising country expert for Germany Andreas Müller, Managing director of Deltatecc</p>
11:50-12:20	<p>Drafting digital guidelines for online/offline distributors</p> <p>In order to manage and coordinate distributors in dealing with internet sales, promotion, advertising etc., most of the companies are now creating a set of guidelines addressed to their online and offline distributors regulating the main issues (advertising; display of products/photos; adwords; etc.). Sometimes these provisions are part of a (selective) distribution or franchise agreement; in other cases, they are simply proposed as non-binding guidelines. The speakers will explain the typical contents of these guidelines and exchange their views on this new approach.</p> <p>Lucia Argentesi, Senior Manager, General Legal Affairs, Bulgari SpA, Rome Beatrice Grifoni, Senior Legal Counsel, Valentino S.p.A., Milan</p>
12:20-12:40	<p>A new development: "uberization" of distribution</p> <p>Uberization means the operations of individuals who compete with professionals. Consideration of the Organization of distribution and of case law in this field shows the development of consumer resales to other consumers.</p> <p>A first issue is what are the rules applicable to sales c/c : Should the consumer-reseller be dealt with like an individual or like a professional, and should the buyer be dealt with like an individual or like a consumer?</p> <p>A second issue is how to manage the relationship between the supplier and the consumer-reseller. Sometimes the supplier tries to improve resales by the consumer-reseller through attractive conditions of sales in order to benefit from the consumer's acquaintances. Sometimes the supplier tries to prevent or limit such resales to protect the network of its distributors and more widely to avoid supplying the grey market.</p> <p>Didier Ferrier, vice-President IDI</p>
12:40-13:00	Discussion
13:00-14:30	Lunch

AFTERNOON SESSION	
CHAIR	Fabio Bortolotti , Buffa Bortolotti & Mathis, Turin; President IDI
14:30-15:00	<p>PANEL: Developing an omni-channel strategy</p> <p>Integrating existing distribution networks with on-line sales has several advantages, which are more and more evident to companies, from the point of view of logistics, custom, after sale services and return of products and – most important – limiting the competition between the members of the distribution network. The panellist will share their experiences of integration between distribution networks, which may affect the whole sale and/or the retail brick and mortar network.</p> <p>CHAIR: Silvia Bortolotti, Buffa Bortolotti & Mathis, Turin Massimiliano Camellini, General counsel Max Mara, Reggio Emilia Daniela Canale, Nike Inc., Beaverton (U.S.A.) Evelyn Verstraaten, Legal Counsel G-Star Raw, Amsterdam</p>
15:00-15:30	<p>An essential aspect to cope with: logistics</p> <p>The choice to sell directly to end users, avoiding traditional distribution systems entails primarily a problem of logistics, which is solved by some manufacturers by using third parties' logistic structures. Contracting for the provision of logistics – a case study - the logistics service provider agreement. As regards possible returns of products, what of goods which are returned? Can internet retailers benefit from how such agreements address the issue of returns?</p> <p>Edward Miller, Reed Smith, London and Paris; IDI agency & distribution country expert for UK Stephen Sidkin, Fox Williams LLP, London</p>

15:30-16:00	Coffee break
16:00-16:40	<p>Facilitating the recourse to arbitration for distribution disputes. The IDArb expedited procedure rules and the list of arbitrators specialized in distribution</p> <p>IDI has developed a new project on arbitration with the Swiss Chambers Arbitration Institution (SCAI) and the Chambre de commerce d'industrie et de services de Genève (CCIG) with the aim of (i) establishing and managing a list of arbitrators having a specific experience in one or more fields of distribution law; and (ii) tailoring an expedited and cost-effective arbitration procedure, managed by SCAI under the Swiss Rules of Arbitration, specially adapted for small disputes in the field of distribution, for which at present the recourse to international arbitration is considered to be inappropriate.</p> <p>The IDArb project will be presented by the following members of the selecting committee:</p> <p>Jean-Paul Vulliety, Lalive, Geneva, Chair of IDArb Fabio Bortolotti, Buffa Bortolotti & Mathis, Torino Stefano Catelani, Dupont de Nemours International SA, Geneva Igor San Juan, Swarovski (Europe) Holding B.V., Amsterdam Vincent Subilia, President of the Swiss Chambers' Arbitration Institution Jaap van Till, Loyal, Amsterdam</p>
16:40-17:00	Discussion

General Meeting of IDI members

17:00 - 18:00

At this general meeting, to which non members are also invited, the officers of IDI will inform the members about the current situation of IDI, the results achieved in 2016 and the plans for the following years.

The participants will be kindly invited to share their views and opinions about the activity of IDI and make suggestions for the future.

Saturday 10 June

Workshops Session

09:30 – 12:30

Workshop 1: Is traditional distribution still the appropriate solution? Growing constraints to freedom of contract and possible remedies and/or alternatives.

National lawmakers are increasingly limiting party autonomy to freely choose the most appropriate solutions for their business. This approach is due on the one hand to the trend to extend principles of consumer protection from B2C to B2B and on the other hand to the growing protection of so called weaker parties (agents, franchisees, distributors).

This workshop will examine the above trends and discuss possible remedies and/or alternative solutions, in the interest of manufacturers/suppliers.

CHAIR	Marcel Fontaine, Université catholique de Louvain, Louvain-la-Neuve
09:30-09:50	<p>Introduction</p> <p>Manufacturers are faced with growing constraints in organizing their relations with counterparts in distribution. When dealing with agents, they need to cope with rules on periods of notice, goodwill indemnity, etc. which type of protection is extended in several countries to distributors/resellers and franchisees. Recent reforms of contract law are developing additional limitations, as regards the validity and effectiveness of standard contracts, requirements of pre-contractual information, validity of non-compete clauses, etc. Parties must be aware of these limitations and evaluate whether they can overcome such constraints or look for alternative solutions. The purpose of this conference is precisely to analyse the most critical issues and to discuss possible remedies.</p> <p>Fabio Bortolotti, Buffa Bortolotti & Mathis, Torino; President IDI</p>
09:50-10:20	<p>Can standard clauses in distribution contracts signed by the counterpart be considered as abusive?</p> <p>Distribution contracts (agency, distributorship, franchising) are commonly based on a standard form prepared by the principal/supplier. If the counterpart does not discuss the standard form can its clauses be challenged? And, if the standard form is discussed and amendments are negotiated, can the remaining clauses be challenged? The solutions adopted in the Unidroit Principles and national laws: France (under the new civil code) and Germany. Possible remedies: choice of the law of a more liberal country (e.g. Swiss law instead of German law).</p> <p>Marcel Fontaine, Université catholique de Louvain, Louvain-la-Neuve</p> <p>Burghard Piltz, Ahlers & Vogel, Hamburg; IDI distribution country expert for Germany</p>
10:20-10:50	<p>Is it still possible to stipulate post-contractual non-competition clauses?</p> <p>Post-contractual non-competition clauses may be of paramount importance in certain situations. Since they limit the freedom of the counterpart, legislators tend to impose limitations as to their validity. An overview of national laws limiting post-contractual non-competition clauses. How to deal with the limitations of EU competition law, in particular by invoking the de minimis rule? How to enforce non competition obligations.</p> <p>Ingrid Meeussen, LVP Law, Brussels; IDI agency & distribution country expert for Belgium</p> <p>Ginevra Bruzzone, Deputy Director-General, Assonime, Rome</p>
10:50-11:10	<p>Coffee break</p>
11:10-11:30	<p>Dealing with long-standing relationships with resellers without written agreement</p> <p>Unwritten agreements with resellers (distributors, importers) are very common, in particular when the agreement with a buyer-reseller gradually develops to a true distributorship agreement (see the Corman-Collins and Granarolo judgments of the EU Court of justice). When this is the case the distributor will in most cases be able to bring a claim for compensation/goodwill indemnity before the courts of his country. What measures can be taken by suppliers in order to avoid or minimize this risk?</p> <p>Jean-Paul Vulliéty, Lalive, Geneve</p>

11:30-12:00	<p>Converting distributors into commission agents (<i>commissionaires</i>)</p> <p>In some countries, manufacturers have started to include commissionaires instead of distributors. This type of solution is chosen also for tax purposes In order to limit competition within distribution networks and considering the restrictive approach followed by some antitrust authorities (particularly within the European Union) on exclusive and selective distribution, and is not suitable in all countries. What are the pros and cons of this contractual solution?</p> <p>Jaap Van Till, Loyal, Amsterdam; IDI agency & distribution country expert for Netherlands</p> <p>Cyril Christiaans, DLA Piper, Amsterdam</p>
12:00-12:30	<p>Avoiding overriding mandatory rules through a choice of law and choice of forum</p> <p>Principals/suppliers who want to avoid mandatory rules of the law of the counterpart (agent distributor) usually agree to submit the contract to their own law and their own courts. In recent years a number of courts decided that forum selection clauses which have the effect of excluding the application of mandatory rules protecting the local counterpart can be disregarded by the courts of the latter. Which developments can be expected in various countries? Can the above theory be applied within the EU under regulation 1215/2012?</p> <p>Fabio Bortolotti Buffa Bortolotti & Mathis, Turin; President IDI</p> <p>Raimond Emde, GvW Graf von Westphalen, Hamburg; IDI agency country expert for Germany</p> <p>Frédéric Fournier, Redlink, Paris</p>

Workshop 2: Distributing in China.

China is one of the main market considered by foreign companies as a target country for distribution. There are several ways to approach such a market: on-line sales; local distribution; cross border trade; commercial agency; franchising. The aim of this workshop is to analyse possible means for getting to Chinese customers as well as the most common problems encountered by foreign companies distributing in China.

CHAIR	Silvia Bortolotti , Buffa Bortolotti & Mathis, Torino Secretary General IDI, IDI country expert for Italy
09:30-09:50	<p>Online distribution in China: a better choice for approaching such a big market?</p> <p>On-line sales are growing extraordinarily in China. The traditional approach followed by foreign companies to enter into this market showed some difficulties specially for smaller companies: Chinese trade companies, representing several (and also competing) manufacturers seem to be more focused in most important brands, without giving the same support to smaller producers. What can be the advantages of choosing the on-line channel? What are the investment costs and feasible solutions also for smaller companies? What are the main issues to deal with (e.g. logistic) and the best contractual solutions?</p> <p>Claudio Ferraris, Milioone, Milan</p>
09:50-10:10	<p>Cross border distribution and coordination between offline and online sales</p> <p>When making the choice of the distribution strategies to implement in approaching the Chinese market, it is essential to clearly coordinate the different ways to distribute, considering promotional and advertising costs, logistics, etc. The role of the lawyer is essential in these decisions, in order to avoid problems.</p> <p>Roberto Luzi Crivellini, Macchi di Cellere Gangemi, Verona</p>
10:10-10:30	<p>Coping with antitrust rules</p> <p>An important issue that shall not be underestimated when entering the Chinese market is the compliance with the PRC AML (Anti Monopoly Law), which in fact has several restrictive rules applicable to distribution contracts. The antitrust legal regime has been built up with certain level of complexity by relevant regulators. Additionally, one should recognize that legal enforcement in mainland China is often uneven and unpredictable, which means lots of uncertainty and speculative risks for market participants. What are the main aspects to be considered when adapting the international contracts to Chinese Law? What are the rules and policies followed by the enforcement authorities? What are preferred practices for foreign companies?</p>

	Lawrence Guo , ZhongLun W&D Law Firm, Beijing; IDI agency & distribution country expert for China
10:30-11:00	Coffee break
11:00-11:20	<p>Adapting franchise systems to the Chinese market</p> <p>What are the main issues for foreign franchisors entering the Chinese market and in adapting the international franchise model contract to the Chinese rules? What is the correct name of your Chinese party, and how to conduct due diligence in China? Why do the Chinese parties want to use a Hong Kong company and how does it affect you? Should you have a Chinese version of your trademark, and if so how to develop one? How can you get money out of China? Do Chinese courts work or should you use international arbitration? Should you authorize my Chinese franchisee to conduct e-commerce? What are the problems with becoming registered with the government?</p> <p>Paul Jones, Jones & Co., Toronto; IDI franchising country expert for China</p>
11:20-12:00	<p>PANEL: The experience of foreign companies distributing in China</p> <p>The main disputes between foreign manufacturers and Chinese companies concern the illicit registration of trademarks, trade-names, domain names etc. by Chinese parties as well as the manufacture of counterfeiting products. All related issues of disputes before Chinese courts, arbitral institutions (e.g. CIETAC), recognition of foreign arbitral awards are also relevant in this framework. The members of the panel will exchange views and experiences in this field.</p> <p>CHAIR: Silvia Bortolotti, Buffa Bortolotti & Mathis, Turin, IDI country expert for Italy Björn Etgen, GvW Graf von Westphalen, Hamburg Angell Xi, DeHeng Law Offices, Shanghai</p>
12:00-12:30	Discussion

Workshop 3: Rebranding and changing know-how in franchising.

The need of the franchisor to change the know-how or the brand of the franchise system is appearing more and more frequently, for the needs of the changing market environment as well as in case of mergers and acquisitions. Of course this decision is always difficult to be implemented, despite possible contractual clauses provided in this respect (the validity and effectiveness of which is also sometime challenged). How can this situation be faced and solved in the best way by franchisors?

CHAIR	Didier Ferrier , Professor of Law, University of Montpellier; Vice-President IDI, IDI country expert for France
09:30-09:50	<p>Introduction</p> <p>Changing the brand, changing the know-how: what are the typical reasons for proceeding with such a change and what are the main difficulties for the parties involved. Of course, in addition to the consequences of such a decision for the market and customers, several issues arise in the relationship with the franchisees, which may challenge the decision, stating that they have invested in the "old" brand, etc.</p> <p>Didier Ferrier, Professor of Law, University of Montpellier; vice-president IDI</p>
09:50-10:10	<p>The need to constantly develop the know-how and business model</p> <p>In order to keep up with the constant change and adaptations of the market, franchisors need to constantly update and modify their know-how and business model; such changes are made for the benefit of the whole franchise network, but in some cases they are hampered by franchisees. The speaker will share with the participants his experience with Yves Rocher, which is now at its sixth version of its business model.</p> <p>Guy Gras, Yves Rocher, Paris</p>
10:10-10:40	<p>PANEL: Rebranding provided for in the franchise agreement</p> <p>Assuming that the franchise agreement allows the franchisor to change its brand and the know-how, would this be sufficient to avoid disputes with franchisees? To what extent? What are the best contractual solutions to adopt? The members of the panel will consider the effectiveness of specific contractual clauses in their own jurisdiction.</p>

	<p>CHAIR: Mariaelena Giorcelli, Buffa Bortolotti & Mathis, Turin</p> <p>Jenifer Alfaro, Alphabeto Uruguay, Montevideo; IDI franchising country expert for Uruguay</p> <p>Faisal Daudpota, Daudpota International, Karachi and Dubai; IDI franchising country expert for Pakistan</p> <p>Pornchai Wisuttisak, Faculty of law, Chiang Mai University; IDI franchising country expert for Thailand</p>
10:40-11:00	Coffee break
11:00-11:30	<p>“The Franchise Rebranding Arbitration of the Century” (What are the main issues when implementing the rebranding?)</p> <p>How to properly communicate the decision to the franchisees and even involve them. The difficulties and achievements of course are seen in an opposite way, in terms of efforts and investments to be made in order for the decision to be effective, timing etc., also considering the specific locations of the franchisees. The goodwill linked to the brands is also a main issue evaluated in the opposite sense from each side. The speakers will make the case for respectively the franchisor and the franchisee, in an arbitral hearing at the end of which the audience will decide the winner.</p> <p>CHAIR: Pascal Hollander, Hanotiau and van den Berg, Brussels; IDI franchising country expert for Belgium</p> <p>John Pratt, Hamilton Pratt, Warwick; IDI franchising country expert for UK (franchisor’s perspective)</p> <p>Ronald K Gardner, Dady & Gardner, Minneapolis (franchisee’s perspective)</p>
11:30-11:50	<p>Financing of rebranding costs</p> <p>One of the critical issues raised by the decision to rebrand concerns the rebranding costs and financing. Both the franchisor and franchisee are likely to incur significant costs. Financing questions include who is responsible for the costs, if marketing funds can be applied, and how financing can be structured to motivate franchisees to embrace the rebranding.</p> <p>Beata Krakus, Greensfelder, Hemker & Gale, Chicago</p>
11:50-12:15	<p>PANEL: Change in the business model and the know-how</p> <p>In some cases, the franchisor needs to change part of the franchise model or the know-how, finding strong obstacles from the franchisees. Can a franchisor one-sidedly change the business model and know-how, even when contractually such situation is not foreseen? Can the franchisor base such claim on “unforeseen circumstances” and force the franchisees to cooperate with such change? Can the franchisor be forced to maintain the “old” business formula under pressure of the franchisees? What if the majority of the franchisees agree with the new business model but a minority strongly objects?</p> <p>CHAIR: Tessa De Mönnink, De Grave De Mönnink Spliet Advocaten B.V., Amsterdam; IDI franchising country expert for The Netherlands</p> <p>Anders Thylin, Lindskog Malmström Advokatbyrå KB; Stockholm; IDI franchising country expert for Sweden</p> <p>Osvaldo Marzorati, Allende & Brea, Buenos Aires; IDI country expert for Argentina</p> <p>Saurabh Misra, Saurabh Misra & Associates, Mumbai; IDI franchising country expert for India</p>
12:15-12:30	Discussion

Conference Social Program

Thursday 8 June 2017 - Welcome cocktail

6:00 pm

A **welcome cocktail for all the attendants** will be kindly offered by Redlink Law Firm and Reed Smith Law Firm.

Venue: Redlink Law firm
37-39, rue Boissière,
75116 Paris

Venue: Reed Smith Law Firm
42, avenue Raymond Poincaré
75782 Paris

We kindly ask you to confirm your participation by selecting the relevant box in the registration form.

Thursday 8 June 2017 - Speakers/Experts dinner

8:30 pm

IDI invites all the **speakers and the IDI country experts** to an informal dinner, after the welcome cocktail.

Venue: Waknine Restaurant
9 Avenue Pierre 1er de Serbie,
75116 Paris

If you are either an **IDI country expert or a speaker of the conference** please, confirm your participation by selecting the relevant box in the registration form. We will send you a special ticket to be shown at the entrance of the restaurant.

Friday 9 June 2017 - Gala Dinner

8:30 pm

Gala Dinner at Cercle National des Armées.

Venue: Cercle National des Armées, Salon Honneur,
8 Place Saint-Augustin, 75008 Paris



Reservations should be made at your earliest convenience, due to the limited number of places. We will provide more detailed information in due time.

Practical Information

Conference venue

Cercle National des Armées
8 Place Saint-Augustin,
75008 Paris, (France)

Language: English

Documentation: A USB stick containing all documents discussed at the conference.

Fees

800€ first participant

400€ for IDI members (subscribers) having paid their yearly subscription fee

300€ for additional participants within the same premises of the same organisation as the first participant (i.e. having the same address and VAT code)

AIGI Members and Confindustria Venezia Members: 20% of discount on the total amount.

The fee includes coffee break, lunch and documentation.

Gala dinner

Venue: Cercle National des Armées, Salon Honneur.

150€ per person. Please, remember that places are limited and shall be reserved at your earliest convenience.

Please, **add 22% (VAT)** to your payment (**applicable only for Italian participants**)

Continuing Legal Education / Continuing Professional Development Credits

This conference has been accredited for CPD/CLE. In order to request an attendance certificate, please, send an email to editorial.board@idiproject.com.

Registration and cancellation

Registration on-line: You can register at: www.idiproject.com/conferences/registration

Registration by Email-Fax: Please, fill in the registration form and send it by fax or by email to:

IDI Project Srl, via Alfieri 19, 10121 Turin (Italy)

fax: + 39 011 574 11 41; Email: editorial.board@idiproject.com

Payment: Registration online: **Credit card or bank transfer**. After having completed the payment, you will receive a confirmation of your registration by email.

Registration by fax or by email: **bank transfer only**. Confirmation of your registration will be sent after having received the registration form together with the evidence of the payment.

For bank transfer payment, **the payment should be transferred with no cost to IDI**.

NO CHEQUE PAYMENTS WILL BE ACCEPTED.

Cancellation Cancellation requests received in writing to IDI Project **on or before 30 May 2017** will be subject to a 20% administration charge of the total fees paid. **After that date no refunds are possible.**

Dress Code

The conference dress code is business attire for working sessions and smart casual for social events.

Hotel Accommodation

IDI reserved a very limited number of rooms at the Cercle National des Armées at special rates (€ 250.83 per room for 2 persons maximum with breakfast included) for the IDI conference participants. Actually the hotel informed that there are **no more availabilities**.

There are also some **hotels** close to the venue of the conference, but **they do not have any specific rates for participants to the IDI conference**:

Saint Augustin Elysée **:** <http://www.astotel.com/hotel/hotel-augustin/overview>

Hyatt Regency Paris-Madeleine **:** <https://parismadeleine.hyatt.com/en/hotel/home.html>

Hôtel Astor Saint Honoré Paris **:** <http://www.astorsainthonore.com/>

Hôtel Park Lane**:** <http://www.hotelparklaneparis.com/>

Hôtel Mercure Paris Opéra Garnier **:** <http://www.hotelmercuregarnier.com/index.php>

Please, be informed that several other events will occur in the same period of the IDI conference, therefore **we kindly suggest you to book your hotel as soon as possible**.

REGISTRATION FORM

First Name Last name
Company Address
ZIP/ Postal code City
Country Value Added Tax (VAT) Code
E-mail Phone Fax.....

WORKSHOPS: (Saturday, 10 June 2017):

Please specify to which workshop you would like to attend (only one per person):

- I will attend the **FIRST WORKSHOP** (Is traditional distribution still the appropriate solution?)
- I will attend the **SECOND WORKSHOP** (Distributing in China)
- I will attend the **THIRD WORKSHOP** (Rebranding and changing the know-how in franchising)

SOCIAL EVENTS:

- I will attend the **WELCOME COCKTAIL** of Thursday 8 June 2017 (free of charge)
- I will attend the **SPEAKERS/EXPERTS DINNER** of Thursday 8 June 2017 (for speakers and IDI experts only)

FEES: (in case of more participants, please fill-in a separate form for each participant)

- IDI Conference**
- € 800:** First participant
 - € 400:** IDI member (subscriber), having a valid subscription on the day of the conference
 - € 300:** Additional participant
 - € 200:** IDI Country Expert
 - AIGI Membership:** 20% of discount on the total amount.
 - Confindustria Venezia Membership:** 20% of discount on the total amount.

- Gala dinner**
- € 150:** Ticket for the gala dinner (please, specify the number of tickets:)
- Please **add 22% (VAT)** to your payment **for Italian participants.**

TOTAL AMOUNT: €:

PAYMENT: Please make a bank transfer marked «9-10 June 2017 Conference», including a clear reference to the name of the participant. The payment should be transferred with no cost to IDI at the following account:

Bank: Banca Sella, Piazza Castello, Torino (Italy)
Account Name: IDI Project s.r.l.
Account Number: 052879649600
ABI: 03268 CAB: 01000
IBAN: IT86X0326801000052879649600
SWIFT: SELB IT 2B

NO CHEQUES payments are ACCEPTED

Please complete this form and return it, with your payment made out to:

IDI Project Srl,
Via Alfieri 19,
10121 Torino (Italy)
Fax: + 39 011 574 11 41

Date Signature

PRIVACY: All personal information is processed by IDI confidentially and in compliance with the provisions contained in the Italian Legislative Decree 196 of 2003. All personal information stored on our system is secured against unauthorised access. All users may exercise their rights provided by Article 7 of Dlgs 196/2003, by sending a request to: privacy@idiproject.com