



International Distribution Institute

## IDI Webinar

**November 18, 2025 – 2.00 pm – 4.30 pm (CET)**

### **ARTIFICIAL INTELLIGENCE IN DISTRIBUTION AND FRANCHISE NETWORKS**

Artificial Intelligence (AI) is becoming part of any business in almost all sectors. Manufacturers and franchisors use AI in several fields of their business, such as production, product development; management, marketing, customer service, management of inventories, logistics and training. This use of AI has important implications for not just the manufacturer and franchisor, but also for distributors and franchisees.

Focusing on the risks involved for users of AI in the framework of distribution and franchising, the main concerns usually include liability for lack of compliance with the rules on AI applicable to products which integrate AI and implications on the application of other rules, such as for instance antitrust rules applicable to AI systems operating on product or service pricing; rules protecting consumers; etc.

The speakers will address these typical critical issues and attempt to provide solutions, although in an ever-changing context.

Moreover, the webinar will be the occasion to present the topics and sessions of the 2026 IDI Annual Conference, that will be held in Lisbon, on June 5-6, 2026.

#### **PROGRAM of the WEBINAR**

14:00-14:10	<b>INTRODUCTION</b>  <b>Silvia Bortolotti</b> , Buffa Bortolotti & Mathis, Turin; Vice-Chair IDI, IDI country expert for Italy
14:10-14:25	<b>What is AI and how it is changing</b>  Artificial Intelligence is now embedded in many aspects of manufacturing, product development, logistics, marketing, franchising, and distribution. This presentation provides a clear and up-to-date overview of AI—including emergent forms like agentic AI and the growing influence of quantum computing.  <b>Andrew Beilfuss</b> , partner, Quarles & Brady LLP, Naples, Florida
14:25-14:40	<b>The impact of AI in various industries</b>  Artificial Intelligence is commonly used in many of business and sectors. However, the practical application as well as the impact of AI differs from sector to sector. This session will provide a quick overview about the practical use and impact of AI in fields of distribution, consumer goods, advertising and engineering.  <b>Oliver Rosenthal</b> , partner, ANXO Management Consulting GmbH, Frankfurt, Germany
14:40-15:40	<b>DISCUSSION PANEL: Selected legal issues when using AI in distribution or franchise systems</b>

	<p>In the light of various jurisdictions, this program will review selected legal issues which arise when manufacturers or franchisors use AI within their respective distribution or franchise systems. Are AI-generated work results protected by law? How liability is allocated between the parties by using AI? How does algorithmic AI interact with antitrust regulations?</p> <p><b>CHAIR: Silvia Bortolotti</b>, Buffa Bortolotti &amp; Mathis, Turin; Vice-Chair IDI, IDI country expert for Italy</p> <p><b>Alan Greenfield</b>, Greenberg Traurig, LLP, Aspen</p> <p><b>Marco Hero</b>, partner, Schiedermair Rechtsanwälte, Frankfurt; IDI Board Member, IDI country expert for franchising in Germany</p> <p><b>Jenika Solanki</b>, Legal counsel IT and Privacy at IKEA, Delft</p> <p><b>Alina Quach</b>, Asiallans, Paris – Beijing; IDI Country expert for agency and distribution in China</p>
15:40-16:15	<b>Discussion</b>
15:15-16:30	<p><b>Presentation of the 2026 IDI Annual Conference</b></p> <p><b>Fabio Bortolotti</b>, Buffa Bortolotti &amp; Mathis, Turin; Chair IDI, IDI country expert for Italy</p> <p><b>Silvia Bortolotti</b>, Buffa Bortolotti &amp; Mathis, Turin; Vice-Chair IDI, IDI country expert for Italy</p>

## Practical Information

---

**Format:** Webinar

**Language:** English

**Duration:** 150 minutes

**Fees:** Free

**Registration:**

Please, fill in the registration form below and send it by email at: [editorial.board@idiproject.com](mailto:editorial.board@idiproject.com)

**Kindly note that the email you indicate in the form will be the one where you will receive the invitation to follow the webinar.**

**How to access:**

The day before the webinar, you will receive a link to follow for attending the Webinar.

\*\*\*\*

## Registration Form

---

First Name ..... Last Name .....

Company ..... Address ..... ZIP/ Postal code .....

City ..... Country ..... Value Added Tax (VAT) Code .....

E-mail ..... Phone ..... Fax.....

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

Date .....

Signature .....

PRIVACY: All personal information is processed by IDI confidentially and in compliance with the provisions contained in the GDPR 2016/679. All personal information stored on our system is secured against unauthorised access. All users may exercise their rights provided by Article 15 of GDPR 2016/679, by sending a request to: [privacy@idiproject.com](mailto:privacy@idiproject.com)