



EARLY BOOKING DISCOUNT
BOOK AND PAY BEFORE 30 MARCH 2007 TO SAVE £200

Conference presenters

Rebecca Attree

Solicitor, Attree & Co

Noel Byrne

Former Senior Fellow,
Centre for Commercial Law Studies,
University of London

Richard Christou

Executive Chairman, Fujitsu

Alison Crofts

Legal Consultant
Dorsey & Whitney LLP

Mark Jephcott

Senior Associate, EU & Competition
Practice, Clifford Chance LLP

Chris Kelly

Managing Consultant, Kelly & Co

Jeremy Schrire

Partner, SJ Berwin

Jane Wessel

Counsel, Crowell & Moring LLP

NEGOTIATING, DRAFTING AND UNDERSTANDING INTERNATIONAL COMMERCIAL AGREEMENTS

9-11 July 2007 • London, UK

5-7 November 2007 • London, UK

A three-day conference giving practical guidance on the negotiation and drafting of international commercial agreements, and the skills required to secure business success

'The conference provided a good insight and refresher of critical issues'

Sarah Price, Ricardo Consulting Engineers



CPD CREDIT

18 hours: Law Society
ILEX Approved Training Provider



INVESTOR IN PEOPLE

Business Law

About this conference

Contracts are at the heart of nearly all business transactions and as business becomes increasingly globalised, more and more contracts are negotiated and drafted across international boundaries. This conference will give you a sound basic knowledge of the skills needed in this area and will focus on international negotiation techniques together with drafting guidelines and advice on the essential pre-contract issues. The approach taken will be practical and interactive with workshops and a review of sample clauses featuring throughout the three days.

Key benefits

This programme will help you:

- 1 Understand the essential issues to be analysed prior to negotiations
- 2 Understand the tactics commonly employed in international negotiations
- 3 Gain an insight into the negotiating styles prevalent in a number of countries
- 4 Ensure that you can identify, manage and turn cultural differences into commercial advantage
- 5 Understand competition law, how it can affect your commercial agreement and how to avoid common mistakes
- 6 Get a full overview of the most popular types of agreement with advice, sample agreements and workshop session to help enforce the knowledge
- 7 Select the most appropriate dispute resolution techniques
- 8 Avoid the pitfalls that await the unwary in drafting international commercial agreements

Who should attend

- Heads of legal departments
- In-house counsel
- Lawyers in private practice
- Commercial directors and managers
- Legal advisers
- Procurement directors and managers

Continuing professional development

Hawsmere is approved as an external course provider by the Law Society (Law Society reference No. DI/HAWK) and the Institute of Legal Executives (ILEX reference No. ILHAWK).

Attending this seminar/conference qualifies you for 18 CPD hours. Certificates of attendance will be given to all delegates, so that they may claim appropriate credits in respect of other continuing professional development requirements.

Day one

9.00 Registration

9.30 Welcome and chair's introduction

Rebecca Attree, Solicitor, Attree & Co, London

9.45 International negotiation skills (part I)

- Why (or why not) negotiate?
- Negotiating styles and techniques
- World class negotiating strategies
- The power of silence

Rebecca Attree

10.30 Coffee

10.45 International negotiation skills (part II)

- Creative problem solving
- Negotiating with difficult people
- Negotiating written agreements
- Negotiating in cyberspace

Rebecca Attree

11.30 Legal aspects of negotiation – pre-contract issues

- Pre-contractual liability in civil and common law
- Types of non-binding documents
- Drafting non-binding documents

Rebecca Attree

12.45 Lunch

13.45 Comparative workshop: drafting techniques

- Definitions and interpretation
- Drafting common clauses
- Common pitfalls and how to avoid them

Rebecca Attree

15.00 Tea

15.15 Dealing with cross-cultural issues

- Identifying and managing cultural barriers
- Dealing in different business environments
- Turning cultural differences into commercial advantages
- Cross-cultural communication and negotiation

Chris Kelly, Managing Consultant, Kelly & Co

16.30 Questions

17.00 Close of day one



Hawsmere... your partner for business and personal success through learning and development.

Day two

- 9.00 Coffee
- 9.30 Chair's introduction
Jane Wessel, Counsel, Crowell & Moring LLP
- 9.35 Choice of law, jurisdiction and ADR
- How to choose the governing law and jurisdiction
 - Selecting the forum
 - Impact of international treaties and enforcement
 - Use of arbitration
 - Alternatives – mediation
 - Sample clauses reviewed
- Jane Wessel**
- 10.45 Coffee
- 11.00 Commercial agents
- Comparison with distributors
 - Review of key commercial terms
 - Overview of EU Directive on Commercial Agents
 - Compensation liabilities on termination
- Alison Crofts**, Legal Consultant, Dorsey & Whitney LLP
- 11.45 Competition law (part I)
- Articles 81 and 82 and EU Treaty
 - Horizontal agreements
 - Vertical agreements
 - Exceptions and block exemptions
 - Effect of a dominant position on agreements
- Mark Jephcott**, Senior Associate in the EU and Competition practice, Clifford Chance LLP
- 12.45 Lunch
- 13.45 Competition law (part II)
- What to look out for in agreements
 - Drafting agreements to comply with EU and UK law
 - Common mistakes and how to avoid them
- Mark Jephcott**
- 15.00 Tea
- 15.15 Workshop: drafting agency and distribution agreements
- Exclusivity and minimum performance targets
 - Definitions of products and territory
 - Obligations of the parties
 - Intellectual property rights
 - Commencement and termination
- Jeremy Schrire**, Partner, SJ Berwin
- 16.45 Questions
- 17.00 Close of day two

Day three

- 9.00 Coffee
- 9.30 Chair's introduction
Noel Byrne, Former Senior Fellow with the Centre for Commercial Law Studies, Queen Mary & Westfield College, University of London
- 9.40 Distribution agreements
- Pre-contract issues
 - Sample clauses reviewed
- Alison Crofts**
- 10.45 Coffee
- 11.00 Technology licensing
- Overview of the applicable law
 - The block exemption as amended
 - Sample clauses reviewed
 - Advice on drafting
- Noel Byrne**
- 12.30 Questions
- 12.45 Lunch
- 13.45 Drafting international joint venture agreements
- Different forms of joint ventures
 - Initial joint venture documentation
 - Substantive joint venture documentation
 - Termination provisions
 - Sample agreements
- Richard Christou**, Executive Chairman, Fujitsu
- 14.45 Tea
- 15.00 Workshop: technology licensing agreements
- A review of a sample agreement
- Noel Byrne**
- 16.15 Questions
- 16.30 Chair's conclusion and close of conference

Hawksmere Membership

allows all your employees to take advantage of quality training at **half price** and much more.

Take the Next Step now... call 0845 120 9602
or visit www.hawksmere.co.uk/membership



Venue:**9-11 July 2007 and 5-7 November 2007**

Rubens Hotel

39 Buckingham Palace Road, London, SW1W 0PS

Tel: (020) 7834 6600

Nearest tube: Victoria

Registration and coffee: 9.00-9.30; close 5.00

Event details Please use BLOCK CAPITALS 9-11 July 2007 (event code: 25095)**Hawksmere Member**

(Member booking at any time)

	Early Booking Price	Non-member
(Book and pay before 30 March 2007)		(Book and pay after 30 March 2007)
£749.50 + VAT - (includes 50% discount)	£1299 + VAT (save £200)	£1499 + VAT
£749.50 + VAT - (includes 50% discount)	£1299 + VAT (save £200)	£1349.10 + VAT - (inc 10% discount)

Delegate details Please use BLOCK CAPITALS**1st delegate details:**

Mr/Mrs/Ms/Dr (Surname) _____ First Name _____ Job Title _____

Delegate E-mail *

2nd delegate details:

Mr/Mrs/Ms/Dr (Surname) _____ First Name _____ Job Title _____

Delegate E-mail *

*To enable us to confirm your booking as efficiently as possible please supply us with your e-mail address

Invoice address NB: Invoice will be sent to this address and each delegate will receive joining instructions.

Mr/Mrs/Ms/Dr (Surname) _____ First Name _____ Job title _____

Organisation Name and Address _____

Contact E-mail _____

Training Manager _____

No. of employees: under 10 10-50 51-100 101-500 501-1000 over 1000The details you provide will be held on Hawksmere's database and will be used to promote other products and services that may be of interest from Hawksmere Ltd. On occasion they may be made available to external companies for marketing purposes. If you do not wish to receive promotional material from other organisations, please tick here **Invoice/payment details****NB: Payment must be made in Pounds Sterling.** Please note that payment is required in advance of the event. Hawksmere reserves the right to refuse admission if payment is not received. If you are sending a purchase order kindly attach a copy of this booking form. I delegate: £749.50 + VAT = £1499.00 + VAT = £1761.33 2 delegates: £1299.00 + VAT = £1526.32 2 delegates: £1299.00 + VAT = £1761.33 2 delegates: £1349.10 + VAT = £13346.52 Cheque drawn on UK bank enclosed Credit card: Delta / Switch Amex / Visa / Mastercard (payable to Hawksmere Ltd) _____**5 easy ways to book** Online: you do not need a credit card, simply visit www.hawksmere.co.uk

Call Customer Services on 0845 120 9602 (at local rates) quoting your brochure code to make a booking by credit card

E-mail quoting your brochure code and the details requested on this form to:

services@hawksmere.co.uk

Fax this booking form to us on 0845 120 9612

Send this form to: Customer Services, Hawksmere Ltd, 4th Floor, North West Wing, Bush House, Aldwych, London WC2B 4PJ

If you have any other questions relating to this programme, its content, the faculty or the venue, please do not hesitate to call the **Customer Services** on 0845 120 9602 (at local rates) and we shall be delighted to help. Alternatively, visit www.hawksmere.co.uk

Fees and venue

The fee for these events cover all written materials, lunch and refreshments. A VAT notice and joining instructions will be sent to you acknowledging your booking. This includes a full statement of our terms and conditions and a venue location map which may also be found at www.hawksmere.co.uk

Please contact us if you do not receive this within seven days of booking. Should delegates have any specific dietary requirements, please inform our customer services team on the number above.

Substitutions/cancellations

Upon receipt of your booking form, your place(s) will be confirmed. Any cancellation/transfer must be received in writing. The appropriate charge will apply based on the cost of your booking.

Transfers

Up to 28 days before the event
FREE
10%+VAT
100%+VAT
Less than 14 days before the event
Less than 14 days before the event
Less than 14 days before the event

Hawksmere Membership**Half-price training and special benefits**

for more details call 0845 120 9602 or visit www.hawksmere.co.uk/membership

Negotiating, drafting and understanding international commercial agreementsBL(I) Brochure code:
Please provide this number
when making your booking**9238/**

<input type="checkbox"/> 9-11 July 2007 (event code: 25095)	<input type="checkbox"/> 5-7 November 2007 (event code: 25465)
Hawksmere Member (Member booking at any time)	Non-member (Book and pay after 30 March 2007)

1st delegate

£749.50 + VAT - (includes 50% discount)

£1299 + VAT (save £200)

2nd delegate

£749.50 + VAT - (includes 50% discount)

£1299 + VAT (save £200)

First Name _____

Job Title _____

Delegate E-mail *

First Name _____

Job Title _____

Delegate E-mail *

First Name _____

Job Title _____

First Name _____

Job title _____

First Name _____

Job title _____

First Name _____

Postcode _____

Hawksmere Member Price: Please note that payment is required in advance of the event. Hawksmere reserves the right to refuse admission if payment is not received. If you are sending a purchase order kindly attach a copy of this booking form. I delegate: £749.50 + VAT = £880.08 I delegate: £1299.00 + VAT = £1526.32 I delegate: £1499.00 + VAT = £1761.33 Hawksmere Membership Hawkstone to invoice my organisation Purchase Order No: _____

No: _____

 I delegate: £1349.10 + VAT = £13346.52 Cheque drawn on UK bank enclosed (payable to Hawksmere Ltd) _____

Purchase Order No: _____

 Credit card: Delta / Switch Amex / Visa / MastercardCard number: Expiry date: Issue Number (Switch): Security code (last 3 digits on reverse of card):

Cardholder's signature:

Hawksmere Ltd • Registered in England No 4867906 • VAT No 830 4207 67 • 4th Floor, North West Wing, Bush House, Aldwych, London WC2B 4Pj