



15th Annual Roundtable

# General Counsels 2010

*Benchmark of the best practices to manage both legal compliance and corporate performance*

June 10th and 11th 2010, Four Seasons Hotel des Bergues, Geneva

Sponsored by:

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## General Counsels 2010

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# Dii Presentation

Dii was established in 1993 with the objective of providing the best quality of information conferences and trainings to business executives in the Francophone market. Since then, we have continuously improved the quality of our experts' network and our methodology in order to adapt our events to the needs of a market in perpetual evolution. In less than 15 years, most of Dii's annual conferences have become must-attend events within each respective industry.

Today, Dii organizes more than 250 conferences and training sessions under its own brand. The top management level of our audience is one of our biggest satisfactions. Over the last 12 months, more than 3400 senior executives of the top corporations in Europe have attended at least one of Dii's events. They provide for attendees a place to dialogue with peers facing the same issues.

Thanks to its full independence from any private or public institution, Dii has the opportunity to collaborate with some of the most world renowned companies. In 2002, Dii created the Dii Agency to provide its expertise, in topic and speaker selection, programming, marketing, promotion and logistics, to third parties.

We are delighted to organize "General Counsels 2010" in Geneva and to share with you 15 years of Dii's experience.

It is our pleasure to welcome you to this event that will help you establish new business relations, tackle the challenges of your industry and stay-ahead of competition.

**Shéhérazade Semsar - de Boisséson, Managing Partner &  
Stéphane Baudoin, Senior Partner**

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# Why you should attend

Dear Sir, Dear Madam,

In light of today's highly-regulated business environment and the rising number of dispute risks, the role of the General Counsel as an authority in legal protection and compliance assessment has become absolutely crucial. In-house legal counsels are now the strategic, problem-solving business partners necessary for successful new market acquisitions and global corporate development.

What are the most effective arbitration methods when dealing with priorities in 2010? What are the main risks to watch out for and what dominos effects can threaten your company and subsidiaries? How can you optimise your organizational processes when your human and financial resources are reduced?

Following the Paris and Madrid editions, Development institute international has chosen Geneva to organize the unique and independent 15<sup>th</sup> Annual Roundtable:

## General Counsels 2010

June 10<sup>th</sup> and 11<sup>th</sup> 2010, Geneva

This conference will give you the keys to:

- ✓ Measure your team's performance at headquarters and subsidiaries
- ✓ Manage corporate IP at the international level to prevent financial, business and legal risks outside of Europe
- ✓ Deal with tighter budgets and less staff as legal responsibilities continue to grow
- ✓ Update your delegation of authority process when facing organizational changes, guaranteeing the executives' legal and penal protection
- ✓ Decide when to externalize your staff and negotiate external counsel fees

I look forward to meeting you at this conference.

Best regards,



Laura Belfadla  
Program Manager

# Thursday, June 10th 2010

**8.30:** Welcome and introduction

**Ranging from guardian of a company's reputation to business partner, what are the responsibilities of the General Counsel?**

Check-list of the new challenges and the growing risks

**Konrad Meyer, South West Europe General Counsel  
SIEMENS AG**

**How to avoid contractual financial clauses constituting a major road block in the advancement of a group's activities**

The General Counsel : a major business ally in restructuring, M&A, spin off and other corporate actions

**Carlo Daneo, Fiat Finance General Counsel  
FIAT GROUP**

**11.00:** Networking Break

**Compliance: how to successfully implement complex regulatory regimes**

**Massimo Mantovani, Group General Counsel  
ENI**

**Methodology to drive and monitor counsels in complex arbitration/litigation procedures, while securing the desired outcome**

**Pierre-Yves Tschanz & Frank Spoorenberg,  
Partners  
TAVERNIER TSCHANZ**

**12.30:** Lunch

**Dealing with tighter budgets and less staff as legal responsibilities continue to grow**

**Marco Kerschen, Vice President & Head of European Legal Division  
POLO RALPH LAUREN EUROPE**

**The General Counsel facing the modernisation of European competition law: processing, sanctioning and prevention**

How to make the best practices of anti-trust compliance a corporate priority

**Daniel de Feydeau, Senior Vice President & General Counsel Group Law  
SCHINDLER**

**16.00:** Networking Break

**Protecting personal data at the European scale and ways to master the principal risks**

**Bruno Mascello, Head Legal Procurement/HR  
ZURICH INSURANCE COMPANY LTD**

**17.30:** End of the first day

# Friday, June 11th 2010

**8.30:** Welcome and introduction

## **Best practices when measuring your team's performance at headquarters and subsidiaries**

Piloting your legal processes and setting quantitative objectives

**John Harrison, General Counsel  
TECHNIP**

## **Avoid emergency room methods of collecting your electronically stored legal and commercial information**

eDiscovery proactive or reactive?

**Gareth Meatyard, Director of Information  
Governance Solutions  
EMC EMEA**

**11.00:** Networking Break

## **Liability of companies and their executives with respect to the communication of financial information**

**Hervé Pisani, Partner  
DARROIS VILLEY MAILLOT BROCHIER**

**12.30:** Lunch

## **Managing corporate IP at the international level to prevent financial, business and legal risks outside of Europe**

Benchmark of the optimal methods to assign your resources to your different territories

**Pierre Ollivier, Vice President and General  
Counsel  
ST MICROELECTRONICS**

## **Case study: implementing a new pan-European model of transfer pricing**

The role of the legal department in drawing up fiscal policies and rendering them operational

**Grainne Brankin, General Counsel  
YAHOO! SARL**

**16.00:** Networking Break

## **Minimising and negotiating external counsel fees at the international level: at what frequency and which criteria?**

Balancing between local and international law firms

**Laurent Geelhand de Merxem, General  
Counsel Europe  
MICHELIN**

**17.30:** End of the Conference

# Who will participate?

**Corporations - Banks - Insurance Companies - Law Firms  
Magistrates - Consulting & Audit Firms - IT Solution Companies**

- General Counsels
- Heads of Legal Department
- Internal Lawyers
- Heads of Legal Audit
- Corporate Secretaries
- Board of Administration's Secretaries
- Compliance Officers
- Lawyers
- Chief Risk Officers
- Heads of Internal Audit

# Testimonials of the last editions

- *"I have always appreciated Dii's professionalism concerning organisation, before, during and after events. Their professionalism guarantees quality for both attendees and speakers"*  
Michel Kukula-Descelers, General Counsel, LA MONDIALE
- *"A dynamic and efficient organisation making it an enjoyable experience. The practical and interactive approach makes Dii events pleasant and profitable"*  
Ernesto Trigueros, General Counsel and Institutional Relations Director, GENERAL MOTORS SPAIN
- *"Excellent speakers and interesting topics"*  
Denis Neveux, Corporate Secretary, KPMG

# Our clients

ACCENTURE - ACCOR - AIR FRANCE - AIR LIQUIDE - ALTADIS - APPLE COMPUTER EUROPE  
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# Our Sponsors



**Tavernier Tschanz** is one of the leading Swiss business law firms. Its multilingual practice covers all areas of business and commercial law for both domestic and international clients.

The firm prides itself on being solution-oriented; it endeavours to develop with clients practical and cost-effective responses to their needs. The firm believes that its added value lies mainly in original legal solutions tailored to its clients' specific requirements. Although for each matter clients have a principal contact person within the firm, Tavernier Tschanz works as one team so that the combined expertise of all the lawyers is always available to clients.

Contact : Edmond Tavernier - +41 22 704 37 00 - [tavernier@taverniertschanz.com](mailto:tavernier@taverniertschanz.com)



**Darrois Villey Maillot Brochier** is a French law firm specialized in corporate transactions, complex litigation and arbitration matters, and competition law. In each of these fields, the firm has been consistently considered since its creation as one of the top tier legal practices in France.

Its partners have been involved for twenty years in almost all the important take-overs in France, both on the advisory and litigation side. The firm has also been involved in a large number of landmark crossborder transactions. Its model relies on the strong involvement of partners with a high ratio of partners to associates

Contact: Jean-Michel Darrois - +33 1 45 02 19 19 - [jmdarrois@darroisvilley.com](mailto:jmdarrois@darroisvilley.com)



**EMC Corporation** is the world's leading provider of information infrastructure technology and solutions that enable organisations of all sizes to transform the way they compete and create value from their information. Only EMC can deliver the breadth of technologies to allow customers to shift from a reactive to a proactive approach to information management, including consistent retention, disposition and as appropriate long term preservation of business important information. The end result is quick time to value, allowing customers to cut costs, mitigate risk and ensure preparedness for future eDiscovery requests.

Contact: Catherine Weiss - + 49 89 93091 562 - [weiss\\_catherine@emc.com](mailto:weiss_catherine@emc.com)

# Sponsorship Opportunities

You want to be involved in a Development institute international event and access an audience of selected executives, make profit from an intensive and targeted marketing campaign and promote your offer toward qualified buyers?

Please contact **Laura Belfadla** – Phone: +33 1 43 12 36 12  
Email : [laura.belfadla@development-institute.com](mailto:laura.belfadla@development-institute.com)

# Registration form

WJJ1006

15th Annual Roundtable "General Counsels 2010"

June 10th and 11th 2010

Four Seasons Hotel des Bergues, Quai des Bergues, 33, 1201 Geneva Switzerland

Please fill in this registration form and return it by fax +33 1 40 06 95 26 or by mail with the payment to:

Dii - 164 boulevard Haussmann - 75008 Paris - France - Phone: +33 1 43 12 85 55

Web site : [www.development-institute.com](http://www.development-institute.com)

Dii declaration of training activity number is: 117 520 371 75

## A. Delegate details (*Photocopy this form to register additional delegates*)

Dr  Mr  Mrs  Ms  Miss

First name: \_\_\_\_\_ Surname: \_\_\_\_\_

Job title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## B. Registration to be followed up by

Dr  Mr  Mrs  Ms  Miss

First name: \_\_\_\_\_ Surname: \_\_\_\_\_

Job title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## C. Company details

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postal code: \_\_\_\_\_ Town/city: \_\_\_\_\_ Country: \_\_\_\_\_

Billing address: \_\_\_\_\_

VAT Number (applicable to EU residents only): \_\_\_\_\_

## D. Pricing details

- Yes I accept the substitution/cancellation policy and register to the 15th General Counsels Roundtable of June 10th and 11th 2010 (WJJ1006)
- Please find my payment of \_\_\_\_\_ € (+VAT if applicable)

**25% discount for CFSCI members:**

**€1346.25 (+VAT if applicable) instead of €1795**

*\*Nominative and non retroactive offer*

## E. Payment Details (*Delegate fee(s) must be paid in full prior to the event*)

- Cheque - made payable to Development Institute International, mentioning WJJ1006 on the back of the cheque
- Bank transfer: BNP, Account Number: 30004 00760 00010009271/92.  
Please quote Development Institute International, reference WJJ1006 and the name of the delegate
- SWIFT bank transfer - BNP AFRPPPCE, Account name: Development Institute International; Account Number: 30004 00760 00010009271/92.  
Please quote reference WJJ1006 and the name of the delegate

## F. Cancellation and substitution policy

If you are unable to attend the conference for any reason, you may make substitutions at no extra charge but we would appreciate prior notice. If you wish to cancel your booking we require prior written notice. If you cancel 30-15 days prior to the conference an administration fee of € 305 will be payable. If your cancellation notice is NOT received at least 15 days prior to the day of the conference, you will be liable for payment of the full fee and will not be entitled to any refund (this applies as well to delegates unable to attend the day of the event). Conference papers will be sent to delegates unable to attend.

*Delegates based in the EU subject to VAT of 19.6% on registration and documentation fees.*

We will send you the invoice as soon as we receive your registration form. The registration price includes the entrance to the conference, the documentation, the coffee breaks and the lunches. The organizers can modify the programme and the place of the event if the circumstances require it.

**Data protection policy**  
In conformance to Article 27 of French Law 78-17 from January 6th 1978, you have the right to access your personal data. Excluding opposition from your part, your contact information can be submitted to external companies.

Date, signature  
& company stamp:

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# Speakers

<b>Hervé Pisani</b>	Partner	<b>DARROIS VILLEY MAILLOT BROCHIER</b>
<b>Massimo Mantovani</b>	Group General Counsel	<b>ENI</b>
<b>Gareth Meatyard</b>	Director of Information Governance Solutions	<b>EMC EMEA</b>
<b>Carlo Daneo</b>	Fiat Finance General Counsel	<b>FIAT GROUP</b>
<b>Laurent Geelhand de Merxem</b>	General Counsel Europe	<b>MICHELIN</b>
<b>Marco Kerschen</b>	Vice President & Head of European Legal Division	<b>POLO RALPH LAUREN EUROPE</b>
<b>Daniel de Feydeau</b>	Senior Vice President & General Counsel Group Law	<b>SCHINDLER</b>
<b>Konrad Meyer</b>	South West Europe General Counsel	<b>SIEMENS</b>
<b>Pierre Ollivier</b>	Vice President and General Counsel	<b>ST MICROELECTRONICS</b>
<b>Pierre-Yves Tschanz Frank Spoorenberg</b>	Partners	<b>TAVERNIER TSCHANZ</b>
<b>John Harrison</b>	General Counsel	<b>TECHNIP</b>
<b>Grainne Brankin</b>	General Counsel	<b>YAHOO! SARL</b>
<b>Bruno Mascello</b>	Head Legal Procurement/HR	<b>ZURICH INSURANCE COMPANY LTD</b>

## At a glance

### 15th Annual Roundtable “General Counsels 2010”

**Date:** June 10 th & 11th 2010  
**Venue:** Four Seasons Hotel des Bergues  
Quai des Bergues, 33  
1201 Geneva Switzerland

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**Your address and telephone number have changed?**

Up-date your data by fax: +33 1 40 06 95 26

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We offer you the opportunity to present your solutions, your analysis or your expertise with stands or classic speaking slots.

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[www.development-institute.com](http://www.development-institute.com)

### 2/ Email

Email your details to:  
[info@development-institute.com](mailto:info@development-institute.com)

### 3/ Fax

Complete the enclosed registration form  
and fax to: +33 (0)1 40 06 95 26

Note : Delegate fee(s) must be paid in full prior to the event

WJJI1006

### 4/ Telephone

Call +33 (0)1 43 12 85 55 and return the  
enclosed registration form to confirm

### 5/ Post

Send the completed form with your  
payment to:  
Dij - 164 Bd Haussmann  
75008 Paris France