

BCCC

AVOCATS ATTORNEYS-AT-LAW

CONFERENCE

SELLING ONLINE IN EUROPE

Bird & Bird

July 3rd 2014

Geneva Chamber of Commerce, Industry and Services - 4 boulevard du Théâtre - 1204 Geneva

Selling online in Europe is a challenge for Swiss-based brand companies, commercially and legally. To what extent can I control online sales? Can I ban sales on online platforms? How to combine off-line and online sales? Can I set higher wholesale prices for online distributors to level the playing field? What is left of exclusive territories in the online world? **This seminar will help you in (re)shaping your online distribution policy.** We will also touch on the exchange of information among Swiss and European regulators, a steady trend in competition law.

PROGRAM

16h00	Importance of the issues for Swiss-based companies	Manuel Bianchi della Porta ¹ , BCCC
16h05	Update on exchange of information among Comco and EU Commission	Christian Bovet ² , UNIGE
16h20	The EU policy towards online sales	José Rivas ³ , Bird & Bird (Brussels)
16h35	The industry perspective on online sales	Marco Kerschen ⁴ , Ralph Lauren
16h55	Experiences in the UK	Richard Eccles ⁵ , Bird & Bird (London)
17h10	Experiences in Germany	Joerg Witting ⁶ , Bird & Bird (Düsseldorf)
17h25	Questions and Answers	
18h00	Drinks and canapés	

¹ Head of Corporate and M&A Group; ² Law Professor, co-Head of the Working Group on LCart reform ; ³ Head of International EU and Competition Group;

⁴ VP, Head of EMEA Legal Division ; ⁵ Partner; ⁶ Partner

[Seats are limited so please click here to register](#)