



International Distribution Institute

IDI CONFERENCE 2016

Turin (Italy), 3-4 June 2016

Internet sales and distribution
Establishing and managing distribution through Internet
Dealing with distributors and third parties on the
Internet



The International Distribution Institute invites you to take part, on 3 and 4 June 2016 in Turin, to an event of great importance for attorneys, corporate lawyers and practitioners dealing with international distribution and franchising.

The conference is addressed to lawyers and businesspeople involved in negotiating, drafting and managing international distribution contracts (agency, distributorship, franchising, etc.) and will deal with a number of topical issues which justify an in depth discussion between the participants and qualified experts in this field.

The conference is divided into a main session (on Friday 3 June) and three parallel workshops on specific issues chosen by IDI in collaboration with its members (on Saturday 4 June, morning).

Internet sales and distribution.

Internet sales are developing rapidly and suppliers need to consider entering this distribution channel, possibly without jeopardizing the existing distribution system. At the same time suppliers need to monitor and, if necessary, to prevent Internet sales by distributors and/or third parties which may affect their image or the functioning of the distribution network.

CHAIR	Fabio Bortolotti , Buffa Bortolotti & Mathis, Torino; President IDI; Chair ICC Commission on Commercial Law and Practice (CLP); IDI country expert for Italy
08:30-09:00	Registration
09:00-09:30	Welcome Fabio Bortolotti , President IDI
09:30-09:50	Merging store and Internet retailing: the move towards omnichannel and its implications. The various players: pure players (general traders, specialized traders, auction sales); suppliers selling on Internet and through a traditional network; brick&mortar distributors; price comparison websites. Auction sales. Future trends of Internet with respect to traditional brick&mortar distribution. Development of mobile devices. Luca Pellegrini , Professor of Marketing, IULM University, Milan
09:50-10:30	PANEL: Engaging on the Internet in parallel with a traditional distribution network. The decision whether to sell on the Internet implies the answer of a number of preliminary questions: Is Internet appropriate for selling my products? In the affirmative, should I choose to sell through my own website, third party platforms or both? Ability to manage the logistics: delivery of the products; returns; dealing with customer complaints. But the basic issue is how to limit interference between the two channels: differentiating products, brands and targeting different categories of customers, where possible. Compromise solutions which can involve the distributors (e.g. delivery through the retailer's shop). Structuring distribution/franchising agreements in view of the supplier's establishment of his own Internet website. Another crucial issue is that of practicing different prices in different territories, according to different willingness to pay of consumers, especially if off-line resellers follow the same strategy. Geo-blocking? Recommended prices? Fixed margin (%) of the resale price? CHAIR: Fabio Bortolotti , Buffa Bortolotti & Mathis, Turin; IDI country expert for Italy Daniela Canale , Nike Inc., Beaverton (U.S.A.) Maria Pereira , Logo International BV, Amsterdam Raffaella Romano , Brioni S.p.A., Rome
10:30-10:50	Selling products through third party platforms (e-tailers). Selling through third party platforms established on the Internet may be a winning option and cannot be avoided if the main competitors do so. However, in order to be effective, this solution needs a careful examination of a number of issues. Choosing the right platform. Structuring conditions of sale to e-tailers: e-tailers acting as intermediaries or resellers. The critical aspects of negotiation. Warranting respect of the supplier's corporate image. To what extent can the supplier "guide" the e-tailer with respect to advertising, presentation, etc. Massimiliano Camellini , General counsel Max Mara, Reggio Emilia
10:50-11:30	Coffee break
11:30-11:50	Controlling distributors' on-line sales: coping with the EU antitrust rules. Internet sales by members of the network may substantially affect the functioning of the existing brick&mortar network and the position of traditional retailers, by introducing extreme price competition, free riding, etc. Antitrust authorities favour this increase in competition, but manufacturers/suppliers need to defend the margins of the brick&mortar retailers, at least until they decide to abandon this channel. Which limitations can be imposed on distributors who want to establish their own website for the sale of the supplier's products? Pricing policies, parallel trade and geoblocking – what restrictions are acceptable? Edward Miller , Reed Smith, London and Paris; IDI agency & distribution country

	expert for UK
11:50-12:10	<p>A look into the future. What is to be expected from the EU Commission e-commerce sector inquiry?</p> <p>The Commission intends to take further steps to remove alleged (contractual and non contractual) barriers set up by companies which may restrict cross border online trade within the EU. The e-commerce sector inquiry gives some indications about the goals pursued by the Commission and may lead to a revision of the Guidelines on vertical agreements. In parallel, the Commission has undertaken initiatives to better understand the economic role of platforms and to limit geo-blocking by way of legislative proposals. The speaker will analyze a number of critical issues: how to reconcile an increase of intrabrand competition through Internet with the need to maintain an effective distribution network; how to ensure that regulatory constraints do not hinder an effective pricing policy which would be in the ultimate interest of consumers.</p> <p>Ginevra Bruzzone, Deputy Director-General, Assonime, Rome</p>
12:10-12:30	<p>Is it possible to constrain aggressive pricing by distributors through the Internet, without violating antitrust rules?</p> <p>It is a well-established principle that the producer cannot limit price competition between his distributors. However, extreme situations, where a distributor uses Internet to attract customers through aggressive pricing, are not compatible with the functioning of the sales network and the supplier needs to intervene against such practices if he wants to avoid his sales network being disrupted. In the US there is some space for controlling extreme situations due to the less rigid application of the prohibition against resale price maintenance (Leegin case) and permitting minimum advertised price (MAP) policies. Would it be appropriate to follow similar policies also in the EU? And, if not, what the suppliers can do in order to protect the distribution network?</p> <p>Ruben Elkerbout, Stek Advocaten, Amsterdam Quentin Wittrock, Gray Plant Mooty, Minneapolis</p>
12:30-13:00	Discussion
13:00-14:30	Lunch
14:30-15:10	<p>PANEL: Limiting sales by distributors through third party platforms.</p> <p>Sales by distributors through third party platforms may have adverse effects on the existing distribution network. What type of actions can be taken by the supplier against the distributor? The case law in Germany: Asics, Adidas, etc. Which limitations can be imposed with respect to presentation, advertising etc., in order to protect the reputation of the brand and the products? Is it possible to exclude certain platforms, which are less acceptable to the supplier, by imposing restrictions which make it <i>de facto</i> impossible for the distributor to access them?</p> <p>CHAIR: Jaap Van Till, Loyal, Amsterdam; IDI agency & distribution country expert for Netherlands</p> <p>Aster Kamp, Asics Europe Compliance Officer, Amsterdam Zsuzsa Cserhalmi, DG Competition, European Commission, Brussels Régis Pihéry, Fidal, Paris (lawyer who represented Adidas before the French Antitrust Authority)</p>
15:10-15:40	<p>PANEL: Is selective distribution the right solution? To what extent can the standards required for brick&mortar shops be transposed on the Internet? Which type of limitations on the use of the trademark can be imposed?</p> <p>Selective distribution favours reasonable control over the retailers and limitations as to the way of selling the products: this enables a better control over members of the network and stronger justifications for imposing limitations on Internet sales. One crucial issue is that of transposing the required standards (image of the location, pre-sale service and assistance, etc.) on the Internet. Another crucial issue concerns the limitations that the brand owner may legitimately impose upon the distributor regarding the presentation and contents of its website and Internet advertising.</p> <p>CHAIR: Frédéric Fournier, Redlink, Paris Rocio Belda de Mergelina, Garrigues, Madrid William Koeberlé, former CEO of Marionnaud and current Chairman of the French and the European Federation of selective fragrance industry (FFPS and FEPPD)</p>

15:40-16:10	Coffee break
16:10-16:30	<p>Limiting the access to Internet by members of a franchising network: EU and US compared.</p> <p>The present trend in the EU is that a straightforward prohibition to distributors to sell on the Internet is not admissible. Is this also true for franchising? The franchisor should have the right to prohibit his franchisees to go on the Internet whenever this is necessary for respecting the specific know-how/concept of his franchise system, and more generally the reasons for prohibiting on-line sales by franchisees are much stronger than in selective distribution, especially when the “concept” which characterizes the franchising system is by its very nature only compatible with a brick-and-mortar store. A comparison with the US approach shows that the position of the EU authorities may be considered excessive. In particular, how would you advise a US franchisor wishing to enter the EU market with a concept that is not compatible with on-line sales under EU law as applied at present?</p> <p>Didier Ferrier, Professor of Law, University of Montpellier; Vice-President IDI Carl Zwisler, Gray Plant Mooty, Washington DC; IDI franchising country expert for U.S.A.</p>
16:30-17:10	<p>PANEL: Can a third party promote my products on the Internet in competition with my network?</p> <p>A new issue is that of resellers or intermediaries who promote the manufacturer’s products on the Internet without having any relation with him. They promote a complete range of products of one or more manufacturers at very competitive prices, and, once they receive an order, they purchase the product from the manufacturer or from one of his distributors as resellers or as agents/<i>mandataires</i> on behalf of the final customer. Do they have the right to use the manufacturer’s brand in order to get offers for products they have not yet purchased? Can such activity be considered as a form of unfair competition? And, finally, how can the supplier defend the members of his network from this type of free riding?</p> <p>CHAIR: Fabio Bortolotti, Buffa Bortolotti & Mathis, Turin; IDI country expert for Italy Didier Ferrier, Professor of Law, University of Montpellier; Vice-President IDI Mariaelena Giorcelli, Buffa Bortolotti & Mathis, Turin Marco Venturello, Venturello e Bottarini, Avvocati, Turin</p>
17:10-17:30	Discussion

General Meeting of IDI members

17:30 - 18:30

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 2015 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.

Workshops Session

09:30 – 12:30

Workshop 1: Drafting and negotiating minimum turnover clauses in agency and distributorship contracts.

Minimum turnover clauses are a basic issue in distribution. The principal/supplier can grant his agent/distributor a territorial exclusivity provided the latter achieves a reasonable turnover. If this does not happen he must be free to terminate the contract or, at least, to cancel the exclusivity. When parties agree on the principle that the agent/distributor should attain a minimum turnover, a crucial question is that of agreeing on the target for the future. Another critical issue regards the possible consequences of non attainment of the guaranteed minimum. Termination? Loss of exclusivity? Damages? And, in case of commercial agency contracts, will the agent maintain the right to indemnity in case of termination for non-attainment of the guaranteed minimum turnover? The workshop will examine these issues together with possible contractual solutions.

CHAIR	Fabio Bortolotti , Buffa Bortolotti & Mathis, Torino; President IDI; Chair ICC Commission on Commercial Law and Practice (CLP); IDI country expert for Italy
09:30-09:50	<p>Means for stimulating the performance of the distributor: targets or guaranteed minimum?</p> <p>Parties can choose two types of approaches to the problem of targets. The first one is to agree on targets which are mere non-binding forecasts; the second one implies a minimum guaranteed turnover the non-attainment of which entitles the principal to terminate the contract and/or to other consequences. The first approach has the advantage that it stimulates a better performance, the second one is more effective if the principal needs to replace an ineffective exclusive agent or distributor. An interesting solution is that of providing both mechanisms in the contract with a bonus in case of attainment of the target and termination in case of non attainment of the guaranteed minimum.</p> <p>Fabio Bortolotti, Buffa Bortolotti & Mathis, Turin; IDI country expert for Italy</p>
09:50-10:10	<p>Drafting minimum purchase clauses in distributorship agreements. Can the supplier retain the right to determine the yearly minimum turnover?</p> <p>The crucial issue when managing minimum turnover clauses regards the determination of the turnover to be attained. Especially when the non-attainment implies the supplier's right to terminate the contract, the distributor will be afraid to agree on a reasonable turnover, in order not to run the risk that unforeseeable circumstances may prevent him from attaining it. Thus, reaching an agreement is difficult and the supplier would prefer to impose a reasonable thresholds without needing to discuss it. Is it possible, under the applicable law, to agree contractually that the supplier will be entitled to unilaterally determine the minimum turnover to be attained by the distributor? Would such a clause be easier to defend if the supplier undertakes to follow objective criteria in determining such minimum amount?</p> <p>Burghard Piltz, Ahlers & Vogel, Hamburg; IDI distribution country expert for Germany</p>
10:10-10:30	<p>The consequences of the non attainment. When is the supplier/principal entitled to damages?</p> <p>Guaranteed minimum turnover clauses normally provide expressly that the non attainment of the guaranteed turnover entitles the principal/supplier to terminate the contract without notice. But, is the principal also entitled to recover the damage resulting in the profit he would have earned if the minimum had been attained? And, in case of an affirmative answer, would the supplier retain the right to claim damages for past years if he did not object to the non-attainment, or would this amount to a waiver?</p> <p>Ercüment Erdem, Erdem & Erdem, Istanbul; IDI agency & distribution country expert for Turkey</p>
10:30-11:00	Coffee break
11:00-12:00	PANEL: The effectiveness of minimum turnover clauses in agency agreements. Is the non attainment a sufficient reason for immediate termination and/or for the

	<p>exclusion of goodwill indemnity?</p> <p>The non-attainment of the guaranteed minimum turnover will be normally construed as a breach of contract which justifies the immediate termination (termination for cause). However, the objective fact of the non-attainment does not necessarily amount to a breach of contract which would justify such earlier termination. Moreover, the conditions for excluding the agent's right to indemnity may not always be met. The answer to these questions may be different according to the applicable law, the wording of the clause and the circumstances of the case. A panel will discuss a number of clauses under different national laws.</p> <p>CHAIR: Ingrid Meeussen, LVP Law, Brussels; IDI agency & distribution country expert for Belgium</p> <p>Patrick Rohn, Thouvenin Rechtsanwalte, Zurich; IDI agency & distribution country expert for Switzerland</p> <p>Jette den Heijer-Konings, Loyal, Amsterdam</p> <p>Esra Tacettin, Tacettin &Yenigun Law Firm, Istanbul</p>
12:00-12:30	Discussion
12:30-14:00	Lunch

Workshop 2: Managing franchising contracts with franchisees and masters facing financial difficulties.

In this period of general crisis, prospective franchisees more often have difficulties in making substantial investments; besides financial solutions offered by banks and franchise associations, other options can be evaluated by franchisors who want nevertheless to conclude the relevant contract: giving a loan to the franchisee; entering into a JV; etc. Furthermore, also during the performance of the contract, how can franchisors face the situation of financial distress of his franchisees, particularly in foreign countries? The speakers will analyse and discuss possible solutions which may help the franchisee to overcome these problems.

CHAIR	Didier Ferrier , Professor of Law, University of Montpellier; Vice-President IDI
09:30-09:50	<p>How to handle franchisees' lack of liquidity when starting the relationship.</p> <p>It can happen that the franchisor wants to conclude a contract with a franchisee, although the latter does not have sufficient liquidity to make the initial investment. What are possible solutions to these situations? E.g. special funding programs for franchisees (also involving national franchise associations); possible loans by the franchisor; sub-renting the premises and/or the business to the franchisee; entering into a joint venture with the franchisee's company; etc. What are the pros and cons related to each situation?</p> <p>John Pratt, Hamilton Pratt, Warwick; IDI franchising country expert for UK</p> <p>Donald P. Wray, Jr., Little Caesars Enterprises. Inc., Detroit</p>
09:50-10:10	<p>An alternative approach: providing the products to the franchisee on a consignment basis.</p> <p>When the franchisee buys and resells the goods, he will normally pay them with the money received from his customers. If the franchisor wants to limit the risk of not being paid, the franchisee will need to pay upon delivery or to give appropriate guarantees. In order to facilitate the access to the network to financially weaker franchisees and to maintain a strict control over sales within the network, franchisor may decide to put the quantity of goods necessary for a short period of time at the franchisee's disposal on a consignment basis. This solution, whereunder the franchisee will normally sell in his own name but on behalf of the franchisor, as commission agent, requires of course a close control of the franchisee's sales (by connecting via Internet the cash to the franchisor's network).</p> <p>Martine De Koning, Kennedy van der Laan, Amsterdam</p>
10:10-10:30	<p>Facing insolvency of the franchisee during the contractual relationship.</p> <p>The worst scenario that any franchisor can face is certainly its franchisee becoming insolvent. These situations raise a number of critical issues. How to keep a franchisee alive (until there is a possibility that he may recover) without excessive monetary risk? How to terminate the contract without being accused to have caused his insolvency? And, in case termination</p>

	<p>cannot be avoided, which precautions can be taken in order to limit the damage (maintaining control of the location, replacing the franchisee, etc.)? Finally, what type of solutions can be proposed to the franchisee in the context of an amicable settlement (termination agreement) in order to minimize the negative aspects of the termination?</p> <p>Christophe Grison, Chief legal officer, French Franchise Federation, Paris</p>
10:30-11:00	Coffee break
11:00-11:45	<p>PANEL: An overview of the contractual remedies which may help franchisors to deal with the insolvency of franchisees.</p> <p>If the franchisee buys and resells the products, the main problem is to obtain adequate securities for payment of the goods. The frequently used solution is that of first demand bank guarantees covering the whole or great part of franchisee's financial exposure. If the franchisee is in a condition to provide such guarantees, the only critical issue is to make sure that they are effective and in force for the duration of the agreement.</p> <p>Another issue is that of maintaining the goodwill acquired at the sales outlet. The franchisor may reserve the option to take over the sales outlet and its furniture. In master franchise contracts the franchisor may take appropriate precautions in order to maintain control over the network of the franchisee and to avoid any vicarious liability.</p> <p>CHAIR: Marco Hero, SGP Rechtsanwalt, Munich; IDI franchising country expert for Germany</p> <p>Souichirou Kozuka, Gakushuin University, Tokyo; IDI country expert for Japan</p> <p>Omar Aljazy, AlJazi & Co., Amman; IDI country expert for franchising in Jordan</p> <p>Juan Carlos Uribe, Triana, Uribe & Michelsen, Bogotá; IDI franchising country expert for Colombia</p>
11:45-12:30	<p>PANEL: How to combine choice of forum or arbitration clauses with the right to claim in the franchisee's country.</p> <p>Franchisors often prefer to have disputes with franchisees decided by courts or international arbitrations conducted in their home jurisdictions. At the same time, when a dispute arises, it may be necessary to file a claim in the franchisee's country for precautionary measures, injunctions, accountings or other remedies. Is it possible to find contractual solutions which can reconcile this problem, such as by excluding certain claims or remedies from the arbitration clause or reserving the right to make certain claims in a court while maintaining the arbitration for the merits of the case? This panel will discuss these issues and offer recommendations on how to address them in franchise agreements.</p> <p>CHAIR: Jeffrey Brimer, Chief Operating Officer of Alexius, LLC</p> <p>Silvia Bortolotti, Buffa Bortolotti & Mathis, Turin</p> <p>Hikmet Koyuncuoglu, Koyuncuoglu & Koksall Law Firm, Istanbul; IDI franchising country expert for Turkey</p> <p>Robert Juodka, Varul Law firm, Vilnius; IDI franchising country expert for Lithuania</p>
12:30-14:00	Lunch

Workshop 3: 30 Years of Directive 86/653 on commercial agents. An overview.

2016 is the 30th anniversary of the agency directive n. 86/653 which harmonized the laws of the Member States on commercial agency. Although it did not achieve the goal of facilitating cross-border contracts with commercial agents, the directive has in any case had a substantial impact by substantially enhancing the protection of commercial agents in member states which did not have specific mandatory rules in their favour. The Commission has launched a public consultation on the evaluation of the directive, and has published a working document stating that the directive has achieved its objectives and is still fit-for-purpose today. The workshop intends to verify the conclusions reached by the Commission and analyze some of the main issues raised under the directive since its enactment.

CHAIR	Jaap van Till , Loyal, Amsterdam; IDI agency & distribution country expert for Netherlands
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09:30-09:50	<p>The Commission's evaluation of the 86/653 directive. Is the mere harmonization of domestic laws sufficient for facilitating cross-border trade?</p> <p>In its evaluation of the agency directive the Commission concludes that the directive achieved its objective to facilitate cross border operations in commercial representation. But can we really say that enhancing the general level of protection without really unifying the domestic rules on agency has facilitated cross-border trade? Or can we at least conclude that this partial harmonization in any case creates a common market for agency services?</p> <p>Jaap van Till, Loyal, Amsterdam; IDI agency & distribution country expert for Netherlands</p>
09:50-10:10	<p>To what extent is it possible to establish a model agency contract that would conform to all domestic legislations of the EU?</p> <p>The domestic rules on agency in the EU countries still maintain substantial differences due to the low level of harmonization introduced by the directive. Can these differences be overcome by establishing a common model conforming to the principles of the directive, which would be effective under whatever domestic law in the EU? And, if this is not possible, could the parties submit their agreement to the common rules of the directive and exclude the domestic rules as proposed in the ICC model agency contract?</p> <p>Raimond Emde, GvW Graf von Westphalen, Hamburg; IDI agency country expert for Germany</p>
10:10-10:30	<p>The case law of the Court of Justice on the interpretation of the directive.</p> <p>The EU Court of justice has ruled in several cases on the conformity with the directive of domestic rules on agency, by stating the correct interpretation of the provisions of the directive. An overview of the main judgments. In particular, the possible impact of the Quenon judgment of 3 December 2015 on the agent's right to recover damages in addition to the goodwill indemnity.</p> <p>Larry Coltman, Hill Hofstetter Ltd., Solihull</p>
10:30-11:00	<p>Coffee break</p>
11:00-12:00	<p>PANEL: What is the impact of the directive on contracts with non-EU principals?</p> <p>Non-EU principals appointing an agent in the European Union tend to submit the respective contract to their own law and to the jurisdiction of their courts (or international arbitration). However, after the Ingmar judgment of the European Court of Justice, the application of certain mandatory rules of the directive (such as, in particular, those on the goodwill indemnity or compensation) cannot be excluded. What are the possible strategies for principals? Choosing a forum outside the EU? International arbitration? And, would these solution prevent the agent from bringing a claim before his own courts?</p> <p>CHAIR: Ignacio Alonso, Even Abogados, Madrid; IDI agency & distribution country expert for Spain</p> <p>Pedro Da Costa Mendes, CNCM Advogados, Porto; IDI agency & distribution country expert for Portugal</p> <p>Oswaldo Marzorati, Allende & Brea, Buenos Aires; IDI country expert for Argentina</p> <p>Leslie Thiele, Whiteman Osterman & Hanna, Albany, New York; IDI agency & distribution country expert for U.S.A.</p>
12:00-12:30	<p>Discussion</p>
12:30-14:00	<p>Lunch</p>

Conference Social Program

Thursday 2 June 2016 - Welcome cocktail

6:30 pm

A **welcome cocktail for all the attendants** will be sponsored by Buffa Bortolotti & Mathis Law Firm.

Venue: Buffa Bortolotti & Mathis Law firm
via Alfieri 19
10121 Turin

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

Friday 3 June 2016 - Gala Dinner

8:30 pm

Gala Dinner at Restaurant Dolce Stil Novo in the marvellous **Reggia di Venaria**.

Venue: Restaurant Dolce Stil Novo - Reggia di Venaria Reale
Piazza della Repubblica, 4,
Venaria Reale (Turin)



Reservations should be made at your earliest convenience, due to the limited number of places. The fee is comprehensive of transportation by mini bus from the venue of the conference till the restaurant. We will provide more detailed information in due time.

Practical Information

Conference venue

Golden Palace Hotel
Via dell'Arcivescovado 18
10121 Turin (Italy)

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)

The fee includes coffee break, lunch and documentation.

Gala dinner

Venue: Restaurant Dolce Stil Novo alla Reggia - Reggia di Venaria Reale .

140€ per person (comprehensive of transport by mini bus). Please, remember that places are limited and shall be reserved at your earliest convenience.

Please, add 22% (VAT) to your payment (for both Italian and foreign 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: Registration can be made 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 e-mail.

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 request received in writing to IDI Project **on or before 24 May 2016** 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 limited number of rooms in the following hotels at special rates to the IDI conference participants. Rooms shall be reserved under the following conditions:

[Hotel Principi di Piemonte](#)****: Rooms shall be reserved within April 22, by phone or email (**Phone:** +39 06 69646964 **Email:** booking@atahotels.it) indicating your participation to the IDI conference 2016 in Torino.

[Golden Palace](#)****: Rooms shall be reserved within May 15, by email (**Email:** reservations@allegroitalia.it), indicating the **number of protocol 4506** and your participation to the IDI conference 2016.

[Victoria](#)****: Rooms shall be reserved within April 20, by phone or email (**Phone:** +39 011 561 1909 **Email:** reservations@hotelvictoria-torino.com) indicating your participation to the IDI conference 2016.

[Petit](#)***: Rooms shall be reserved within May 16, by phone or email (**Phone:** +39 011 561.26.26 **Email:** info@lepetithotel.it) indicating your participation to the IDI conference 2016.

Further hotels can be found [here](#)

REGISTRATION FORM

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

WORKSHOPS: (Saturday, 4 June 2016):

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

- I will attend the **FIRST WORKSHOP** (Minimum turnover clauses in agency and distribution)
- I will attend the **SECOND WORKSHOP** (Franchising contracts with franchisee and masters in financial difficulties)
- I will attend the **THIRD WORKSHOP** (30 years of Directive 86/653 on commercial agents)

SOCIAL EVENTS:

- I will attend the **WELCOME COCKTAIL** of Thursday 2 June 2016 (free of charge)

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
- Gala dinner**
- € 140: Ticket for the gala dinner (please, specify the number of tickets:)
- Discount Code:** _____

Please **add 22% (VAT)** to your payment **for both Italian and foreign participants.**

TOTAL AMOUNT: €:

PAYMENT: Please make a bank transfer marked «3-4 June 2016 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

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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