

Press Release

GALA EMEA Region meeting in Moscow

September 23, 2019

Dear colleagues,

On September 14-16, 2019, ALRUD Law Firm hosted the Annual Meeting of GLOBAL ADVERTISING LAWYERS ALLIANCE (GALA) participants for the EMEA region in Moscow.

GALA is an alliance created by lawyers, experts in the regulation of relationships arising through the creation and distribution of advertising, promotion of goods and services around the world. More than 80 participating countries have created their own ecosystem to transfer practical experience in legal regulation.

On September 14-16, Irina Anyukhina and Maria Ostashenko, ALRUD Partners, as well as other partners and experts of the firm, acted as moderators, speakers and participants of sessions, within the framework of GALA EMEA Regional Meeting 2019/2020.

A reception program was developed specifically for the delegates, which included relevant information and entertainment, as well as intensive business sessions.

On September 14, the day of arrival of delegates, a ceremonial reception was held for the guests of the Association, at the Turandot restaurant.

On September 15, the GALA Regional Board Meeting was held at the ALRUD office, where Jeffrey Greenbaum (Frankfurt Kurnit Klein and Selz PC, USA) and representatives of other participating countries, discussed further activities of the Alliance and its increased presence in selected regions. In parallel to this meeting, the Alrud office hosted the Litigation Committee Lunch, as well as a Meeting and Corporate Informal Lunch and Meeting, which were moderated by ALRUD partners Sergey Petrachkov and Andrey Zharskiy. These meetings were devoted to innovation and current trends in different jurisdictions.

On September 16, the GALA EMEA Regional Meeting 2019/2020 hosted another seminar «Significant legal issues of advertising: international perspective» at the National Hotel, organized by ALRUD law firm, supported by the GALA Alliance.

The large-scale seminar brought together over 100 participants - representatives of various business industries, i.e. FMCG, retail, advertising agencies and many other manufacturers of goods and service providers. The audience also included the lawyers specializing in advertising activities regulation, as well as marketing staff involved in the creation and distribution of advertising materials.

Twelve speakers from Russia, USA, Poland, Hungary, South Africa, Germany and France, who are all GALA active members, made presentations.

The seminar addressed issues of unfair competition in marketing communications, as well as risks of doing and promoting business in conditions of digitalization. Irina Vasilenkova, the representative of the Federal Antimonopoly Service of the Russian Federation, opened the seminar and started a discussion of practices and examples of

using the evidentiary basis in disputes relating to advertising services in Russia. Then, Elena Reshetova, the representative of the International Advertising Association and the Association of Communications Agencies of Russia, previewed the 45th International Advertising Association (IAA) World Congress, which will be held in May 2020 in St. Petersburg.

Then, the agenda included other topics related to unfair competition in marketing campaigns, its forms, proscriptions and possible actions to minimize the risk of errors in advertisement messages in - international practice. For example, the panel members Anikó KELLER, *Partner of Szecskay Attorneys at Law, Hungary*, Ewa Skrzydło-Tefelska, *Partner of Sołtysiński Kawecki & Szlęzak, Poland*, Melissa L. Steinman, *Partner of Venable LLP, Washington, USA*, Jenny Pienaar, *Partner of Adams & Adams, Republic of South Africa*, in real time, told the audience about their work and practical advice for planning and launching advertising campaigns. The following issues were debated:

- Analysis of legal risks on marketing communications: what shall be taken into account before launching a campaign?
- Correlation of scope of unfair competition and unfair advertising
- Forms of unfair competition and unfair advertising
- Liability for unfair competition. How to prove damages from an offender's actions?

Irina Anyukhina and Maria Ostashenko, ALRUD partners, acted as co-moderators of this discussion.

The final part of the seminar was devoted to one of topical aspects of the work of lawyers, namely, the promotion of goods on the Internet. International cases presented by France, United States, Russia, United Kingdom, and Germany inspired debates on the role of social networks and bloggers in product promotion. They also shared their experiences in creation and use of local self-regulatory documents and acts when planning goods promotions on the Internet.

Speakers were Caroline Bouvier, *Bernard-Hertz-Béjot, Partner, France*, Jeffrey A. Greenbaum, *Frankfurt Kurnit Klein & Selz PC, Partner, USA*, Brinsley Dresden, *Lewis Silkin, Partner, Great Britain*, Dr. Søren Pietzcker, *LL.M., Heuking Kühn Lüer Wojtek, Partner, Germany*. Daria Blagoveshchenskaya, *Hasbro Russia, Chief Legal Officer for Central and Eastern Europe, Russia and the CIS*, and Maria Ostashenko, *ALRUD Partner*, acted as moderators.

The following issues were addressed during the discussion:

- How digitalization and technologies influence dissemination channels and content? What risks shall be taken into account for each channel?
- What kind of information shall be posted on a website and contained in marketing materials?
- The role of social media and bloggers (influencers) in promoting of goods, ethical aspects of such a promotion of goods (advertising).

Presentations of speakers are available on request. Please send a letter to AMikhailova@alrud.com, indicate your name and position in the company and a mark 'GALA Workshop 16.09., materials of speeches'.