



## GENEVA GROUP INTERNATIONAL

**Geneva Group International World Conference  
Rio de Janeiro, Brazil  
30 October until 02 November 2008**

### **WORKSHOP SUMMARIES**

#### **Advanced Marketing and Public Relations How to best market your GGI membership Oliver Biernat**

After the successful workshops held during the GGI conferences in Noordwijk and Eisenberg, Oliver Biernat will be offering another workshop on marketing and the press. Participants should have attended one of the previous workshops or should be in charge of their firm's marketing activities.

At the recent German-speaking meeting in Frankfurt, Oliver Biernat got 12 GGI member firms to join forces as a team with a press agency. The team will share PR costs and also benefit from each other's publicity. This model, which can easily be used in other regions, will be presented.

The focus of this workshop will be on how GGI members could cooperate more closely and take advantage of better marketing and PR activities. We will concentrate on further developing good ideas and try to find new, surprising ways to market your company's strengths.

#### **How to start a business in Brazil Daniela Lobão**

Brazil is an up-and-coming country. For many of you, establishing a company in Brazil would be of great interest. In this workshop, we will look at the different forms of a Brazilian company, what the advantages and disadvantages of the different forms are, and how to establish a company in Brazil.

Incorporation of a limited liability company in Brazil (the most common form for a business)

- I – Legal formalities required by the Brazilian legislation and register entities
- II – Measures and documents required for the incorporation of the LTDA.
- III – General information requested for the articles of incorporation (document which will appoint all the company's structure)



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**Liability of Networks from the perspective of the Eighth Directive (2006) of the European Union; litigation risks, global re-structuring efforts  
Dr. Peter Ormandi**

Due to the network definition brought by the Eighth Directive, many larger global associations started to take into consideration what kind of legal consequences might appear from the definition and what if they suit the definition? The workshop tends to open an interesting discussion about the liability of the present international networks with particular respect to Geneva Group International.

**Panama – the upcoming business hub of the Americas  
Dominique Y. Leuba**

Panama is well known as an offshore location for businesses, especially for vessel registrations. Panama also offers a multitude of specific incentive laws for tourism, tax, retirement and much more.

You will receive information on the incentives, we will then discuss your questions and interests, and give you a bullet-list so that you keep the most important incentives in mind.

**Doing business in Venezuela  
Dr. Vladimir Villalba**

This workshop will focus on the economic areas of interest and business opportunities in Venezuela. In the workshop you will receive information on the legal framework for conducting international business in Venezuela. We will also discuss the advantages and risks of doing business in Venezuela. Additionally, the workshop will make comparisons with other Latin-American countries. You will be welcome to express your own experiences and concerns for further discussion.