

## **Workshop Summaries, GGI World Conference New York**

### ***COPYRIGHT FOR MOBILE DEVICES (RINGTONE, TRUETONE, ETC.)***

***Ady Nordman***

With cell phones, (or mobiles, as they are sometimes known) just two decades old, can the rights in this complex and fast-growing market, where everyone wants the latest hit for their own “branded” ring tone, rather than the anonymous traditional tone, be protected?

Have the owner’s rights to such musical works been neglected? In fact, who does hold the title in these cases?

The aim of this workshop is to try and unravel the complexities of copyright ownership in Mobile Devices, a huge source of profit for cell phone and content provider corporations all over the world.

### ***BRIDGING THE CULTURAL DIVIDE IN BUSINESS***

***Kees van Oosten***

Understanding cultural differences will prevent mistakes that can break deals and will help towards an understanding of the processes involved when people from diverse cultures are involved in cross-border transactions.

For advisors (attorneys, CPAs, tax advisors and consultants), it is essential to be aware of the cultural mechanics and their impact on business behavior, along with the intricacies of the more informal contacts which may and certainly should accompany business transactions.

This workshop will give a basic insight into the psychological and sociological factors that must be taken into account in the successful negotiation of international deals.

### ***BUSINESS DECISIONS IN THE CURRENT ENVIRONMENT OF INTELLECTUAL PROPERTY WARFARE***

***Michael Dansky, Dr. David De Lorenzi***

We are in an age where a company’s most valuable assets are likely to be its intellectual property. In this context, it is worth noting that 70% of the value of listed companies relates to their intangibles. Business challenges related to intellectual property are both real and increasingly becoming the central discussion point in corporate boardrooms. Companies are confronted daily by decisions relating to intellectual property threats and whether their rights need to be protected in court. Companies looking to create the “next big thing” must be constantly on the look-out for those trying to assert patents and other intellectual property. At the same time, a patent owner must dedicate time and resources to making sure that the rights in question are both adequately protected and respected. This requires a basic understanding of the strength and value of intellectual property assets.

This workshop considers the balance between the legal and business perspectives of patent issues from the viewpoint of both major businesses and patent holders, including issues of licensing, risks of litigation and effective processes for reaching sound, beneficial resolutions to IP disputes.

### ***COUNTERFEITING: A BUSINESS OPPORTUNITY?***

***John Zucker***

The discussion will consider the extent of counterfeiting, the legal remedies available in the UK for tackling counterfeiting, and a business model for combating it.

***CROSS-ATLANTIC BUSINESS RELATIONS***

***Sanja Juric***

In order to explore specific differences and difficulties in doing business across the Atlantic, we will look into a hypothetical case of a Cross-Atlantic acquisition. The team will identify and analyze the issues that might potentially arise (such as cultural differences, diverse expectations and methods of doing business, different legal systems, disparate views on workforce etc.) that could affect the transaction and propose ways of overcoming such differences and difficulties. A summary will subsequently be prepared on the basis of the discussions taking place during the workshop.

***THE NEXT GENERATION OF INTERNATIONAL ENTREPRENEURS***

***Gary Allan Quirke***

To be a highly successful entrepreneur in today's evolving global marketplace, it is necessary to possess a diverse range of personal and business attributes. Many issues face emerging entrepreneurs today such as language and cultural understandings, legal and financial reporting requirements, protection and disclosure of customer information, to even how to achieve a strong competitiveness for your products or services against large and financially robust companies. This workshop aims to explore further on how to identify future leaders and to create an environment that further develops an individual's skills and experience whilst retaining these valuable employees in the long term.

***PROFITING FROM AN INVESTMENT SERVICES PARTNERSHIP***

***Mark Lamb, Kevin Mifsud***

There are various ways in which GGI members can maximize their business opportunities within the network. This workshop explores how your established practice may seek to offer investment services and generate another effective revenue stream in an EU regulated environment with minimum costs for administration and regulation.

***TAKEOVERS IN THE EMERGING MARKETS AND THE ROLE OF THE CHARTERED PUBLIC ACCOUNTANT AND GGI IN GENERAL***

***Prof. Dr. Serhat Kutlan***

After a short presentation on the special features of the emerging markets and on the increase in takeovers resulting from globalization, we will examine the role of chartered public accountants (CPAs) as mediators.

In selling their services, CPAs appeal to buyers by making them aware of the essential differences in the emerging markets. The GGI networking session is aimed at expanding the use of CPAs in this role. As part of the workshop, creative monitoring models will be developed (by CPAs within GGI) for the phases before and after takeovers.

***ENHANCED BUSINESS OPPORTUNITIES WORLDWIDE***

***Dr. Thomas Eisenring***

In a first workshop at the last European GGI Conference, we decided to establish a Practice Group for enhanced business opportunities. The first targets have now been identified and these are underperforming companies and companies where the succession is unclear. At this World Conference, the workshop will discuss the enhanced business opportunities on a global basis and how best to organize these activities.