



European Communities Trade Mark Association

ECTA WORKSHOP ON TRADE MARKS, PACKAGING AND LIFESTYLE REGULATION BRUSSELS, 12 MARCH 2014

PROGRAMME

- 12.00 - 13.00:** Registration - Walking lunch
- 13.00 – 13.15:** Opening remarks
F. Peter Müller, ECTA First Vice-President, Müller Schupfner & Partner, DE
- 13.15 - 14.00:** Lifestyle Regulation – What is that?

Professor Alberto Alemanno, Jean Monnet Professor of EU Law & Risk Regulation, HEC Paris and Global Clinical Professor, NYU School of Law, FR
- 14.00 -14.30:** Packaging and the Tobacco industry
Jan Vidjeskog, Senior Counsel Trademark, Philip Morris International, CH
- 14.30 - 15.00:** Coffee break
- 15.00 - 15.30:** Packaging and the Beverage industry
Dr Ignacio Sanchez Recarte, Spirits Europe, BE
- 15.30 - 16.00:** Packaging and the Food industry
Representative of the food industry (to be confirmed)
- 16.00 - 16.15** Conclusion and next steps
Closing remarks, **Dr. Max Oker-Blom**, ECTA Secretary General, Hanken School of Economics, FI

Location:

Hotel SILKEN Berlaymont
Boulevard Charlemagne 11 -19
1000 Brussels, Belgium