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

PROGRAMME

12.00 - 13.00: Registration - Walking lunch
13.00: Opening remarks
13.00 - 14.00: Lifestyle Regulation – What is that?
Dr. Max Oker-Blom, ECTA Secretary General, Hanken School of Economics, FI
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: Trademarks under Regulation 1924/2006 on nutrition and health claims made on foods
Sebastián Romero Melchor, K&L GATES GP, BE
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