



## Preliminary Programme - Friday, 22 June 2012

08:30	Registration	
09:00	<b>Opening Remarks</b>	
	Upcoming IFCLA President 2012-2014	
09:15	<b>Keynote - Life without data protection - Living in the post privacy generation</b>	
	C. Heller · plomlon (Berlin/DE)	
	<b>Part III - NEW eBUSINESS APPLICATIONS AND HOW TO GET ACCESS</b>	
10:00	<b>Panel 1 - New models of designing and exploiting software</b> Chair: C. Frank · Taylor Wessing LLP (Munich/DE)  <i>Customer facing exploitation of software</i> O. Oosterbaan · Create Law (Amsterdam/NL) A. Lober · Schulte Riesenkampff Rechtsanwalts-gesellschaft mbH (Frankfurt a. M./DE) <i>New IT Service Delivery Models vs. Traditional IT Contracting Approaches</i> T. Crick · Bristows (London/GB) <i>Personalized user accounts</i> M. Menz · Beiten Burkhardt Rechtsanwalts-gesellschaft mbH (Berlin/DE) <i>Agile software development - contractual issues</i> J. Beardwood · Fasken Martineau DuMoulin LLP (Toronto/CA)	<b>Panel 2 - BRIC meets eBusiness</b> Chair: U. Bäumer · Osborne Clark (Cologne/DE)  <i>eBusiness - the Russian perspective</i> V. Khayryuzov · Nörr LLP (Moscow/RU) <i>eBusiness - the Turkish perspective</i> G. Gökce · YükselKarkınKüçük (Istanbul/TR) <i>ITO and BPO vs. supply from the cloud - challenges and opportunities for offshore providers</i> O. Das · Genpact UK Limited (London/GB) <i>Data protection and privacy rules in Latin America</i> J. Angeles · Angeles & Lugo Lovaton (Santo Domingo/DR)
11:15-11:45	Coffee Break	
11:45	<b>Panel 3 - Solar energy and eMobility</b> Chair: N.N.  <i>Case study - Business intelligence in the area of solar panels</i> P. van der Putt · Vondst Advocaten N. V. (Amsterdam/NL) <i>eMobility - the technical background</i> N.N. <i>Legal issues of software controlled eMobility solutions</i> N.N. TBA N.N.	<b>Panel 4 - Negotiation of IT agreements</b> Chair: D. McKenzie · Partner and Chair Information Technology & Outsourcing Practice Group, HunterMaclean (Savannah, GA/US)  <i>New US trends in dealing with IT agreements</i> D. McKenzie <i>Case Study - Challenges and common pitfalls in the negotiation of IT agreements</i> V. Ramsey · Royal Courts of Justice (London/GB) <i>Case Study - Challenges and common pitfalls in the negotiation of IT agreements</i> R. Stephens · The Law Office of Richard Stephens (London/GB) <i>Case Study - Challenges and common pitfalls in the negotiation of IT agreements</i> I. de Castro · WIPO Arbitration and Mediation Center (Geneva/CH)
13:00-14:00	Lunch Break	
	<b>PART IV - ONLINE-BUSINESS, SOCIAL MEDIA AND MOBILITY</b>	
14:00	<b>Panel 1 - Social media and the business</b> Chair: S. Mathias · Kochhar & Co (Bangalore/IN)  <i>User-generated marketing - legal implications when word of mouth goes viral</i> J. Trzaskowski · Copenhagen Business School (Kopenhagen/DK) TBA N.N. <i>Use of social media tools by businesses</i> B. van Asbroeck · Bird & Bird LLP (Brussels/BE) <i>Referencing on the internet - Are the intellectual property rights doomed?</i> A. Meillassoux · ATM Avocats (Paris/FR)	<b>Panel 2 - Mobility</b> Chair: S. Varella Bruna · Lobo & de Rizzo Advogados (São Paulo/BR)  <i>Technical aspects and core legal issues of Apple's app store</i> F. Sarre · LMU München (Munich/DE) <i>The battle for the next generation of mobility</i> B. Joslove · Franklin (Paris/FR) <i>Working in the Matrix</i> T. Karsten · Osborne Clark (Cologne/DE) <i>Freedom vs. innovation in the Digital World</i> S. Löffler · Microsoft (Unterschleißheim/DE)
15:15-15:45	Coffee Break	
	<b>PART V - BAR CAMPS</b>	
15:45	<b>Bar Camp I - Cloud Computing</b> Facilitators: U. von Diemar · Jones Day (Munich/DE)	<b>Bar Camp II - Social Media</b> Facilitator: S. Schicker · SKW Schwarz Rechtsanwälte (Munich/DE)
17:00	<b>Closing Note</b>	
17:15	Farewell at a traditional Bavarian tavern or beer garden	



# IFCLA 2012 CONFERENCE

International Federation of  
Computer Law Associations



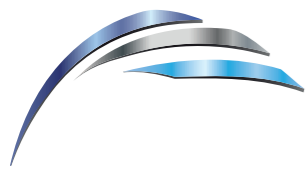
## Smart Grid - Smart Law?

Legal challenges for new and upcoming eBusiness models

20-22 June 2012  
**MUNICH**  
Künstlerhaus München



Preliminary Programme



## General Information

### Venue

Münchner Künstlerhaus  
Lenbachplatz 8 · 80333 Munich (DE)

### Conference President

Prof. Dr. Wolfgang Büchner, Jones Day  
Prinzregentenstr. 11 · 80538 Munich (DE)

### Local Organising Committee

Prof. Dr. Peter Bräutigam  
Dr. Alexander Duisberg  
Dr. Christian Frank  
Dr. Oliver M. Habel  
Dr. Jan-Geert Meents  
Stefan C. Schicker

### Conference Website

www.ifcla2012.com

### Registration

For registration please visit the conference website  
www.ifcla2012.com.

### Conference Organisation

Conventus Congressmanagement & Marketing GmbH  
Oliver Ong  
Carl-Pulfrich-Str. 1 · 07745 Jena (DE)  
Phone +49 (0)3641 311 63 16  
Fax +49 (0)3641 311 62 41  
ifcla2012@conventus.de · www.conventus.de



## Preliminary Programme • Wednesday, 20 June 2012

15:00 IFCLA Board Meeting

17:15 Welcome Reception – Hosted by Munich IT law experts

### Date

20–22 June 2012

Noerr LLP

Bird & Bird LLP

Taylor Wessing LLP

tecLEGAL Habel Rechtsanwälte

DLA Piper UK LLP

SKW Schwarz Rechtsanwälte Partnerschaft

### Conference Language

The official congress language will be English.

### Hotel Reservation/Accommodation

You can find further information on hotels in the surrounding area on the conference website.



## Preliminary Programme • Thursday, 21 June 2012

08:00 Registration

09:00 **Opening Remarks • The New Age of eBusiness - is the law still on track?**

W. Büchner · IFCLA President, Jones Day (Munich/DE)

09:15 **Welcome on behalf of DGRI**

A. Brandi-Dohrn · DGRI President, v. Boetticher Hasse Lohmann (Berlin/DE)

09:30 **Keynote • The perspective of an Insider – Latest eDevelopments at the European Front**

A. Niebler · Member of the European Parliament, Member of the Committee on Industry, Research and Energy and President of the Delegation for relations with the Arab Peninsula (Brussels/BE), (Strasbourg/FR)

### PART I • IDENTITY AND USE OF RESOURCES

10:00 **Panel 1 • Access, authentication and identity control**

Chair: P. Bräutigam · Noerr LLP (Munich/DE)

[Legal issues associated with the use of facial recognition software](#)

C. Beyli · CBL Law Office (Istanbul/TR)

[Digital signing technologies – an antidote to the dilemma of the missing blue ink pen](#)

R. Horning · SNR Denton US LLP (Palo Alto, CA/US)

K. Moyle · DocuSign Inc. (Seattle, WA/US)

[The digital signature is dead – long live the electronic witness](#)

R. Genghini · eWitness S A (Luxembourg/LU)

11:15–11:45 Coffee Break

11:45 **Panel 2 • New approaches to an efficient use of resources**

Chair: D. Davis · Percy Crow Davis & Co (London/GB)

[Is e-business green business?](#)

D. Davis · Percy Crow Davis & Co (London/GB)

[Smart Metering under EU data protection law](#)

R. Knyrim · Preslmayr Attorney-at-Law (Vienna/AT)

[Smart metering and smart grids – an energy boost for the \(innovative\) ICT lawyer](#)

P. van de Velde · Elster EnergyICT (Kortrijk/BE)

[Protection of smart metering data – the German law approach in the european context](#)

H. P. Wiesemann · DLA Piper UK LLP (Munich/DE)

13:00–14:00 Lunch Break

### PART II • IT COMPLIANCE, DATA MINING AND (AB-)USE OF PERSONAL DATA

14:00 **Panel 1 • Data privacy – A mission impossible?**

Chair: O. Habel · tecLEGAL Habel Rechtsanwälte (Munich/DE)

[Big Data and Social Media – The Opportunities and Risks](#)

R. Graham · Edwards Wildman Palmer LLP (London/GB)

[Cookies and Tracking – Where are we headed?](#)

D. Rice · Arnold & Porter, LLP (San Francisco, CA/US)

[Enforcement under the \(draft\) EU Data Protection Act 1/2012 – tightening the frame or diverse interpretations](#)

A. Mole · Bird & Bird LLP (Paris/FR)

A. Duisberg · Bird & Bird LLP (Munich/DE)

[Development in the Nordic countries and its approach to \(draft\) EU Data Protection Act](#)

J. Evertson · Thommessen Krefting Greve Lund AS (OSLO/NO)

**Panel 2 • IT compliance – latest news**

Chair: U. Widmer · ISSS President, Dr. Widmer & Partner (Bern/CH)

[Rollout of a global ethics and compliance programs](#)

C. Delahaye · Valeo S. A. (Paris/FR)

[Sustainable e-business – a framework for contractual governance of IT and data security](#)

S. Gijrath · Stibbe (Amsterdam/NL)

[IT Compliance – The Regulatory and Statutory Framework for e-mail communications in German law](#)

J. Horstkotte · v. Boetticher Hasse Lohmann (Munich/DE)

15:15–15:45 Coffee Break

15:45 **Panel 3 • Discussion – Does data protection legislation hinder the technological evolution in Europe?**

Chair: J.-G. Meents · DLA Piper (Munich/DE)

[Participants of the discussion](#)

H. Bünting · Adobe Systems GmbH (Munich/DE)

B. Bellamy · Accenture Plc. (London/GB)

N.N.

N.N.

18:00 Shuttle to Gala Dinner

18:30 Gala Dinner at the Allianz Arena – Home of Bayern Munich (Champions League finalist 2012)