



FOR IMMEDIATE RELEASE

**GLOBAL ADVERTISING LAWYERS ALLIANCE
TO HOLD 14TH ANNUAL GLOBAL MEETING IN CHICAGO**

*Sessions on Global Food Advertising and Native Advertising
Will Be Broadcast Live on Periscope*

April 3, 2016, New York, N.Y. - The Global Advertising Lawyers Alliance ("GALA") announced today that it will hold its 14th Annual Global Meeting in Chicago, IL on April 4 -5, 2016. With members from Argentina to Zimbabwe, GALA covers more than 90 countries around the world.

For the first time, GALA will broadcast two of its sessions live on Periscope @galalaw. On Tuesday, April 5, 2016 at 11:15 a.m. CT, GALA will host "Global Advertising Law Developments - Food Advertising." Moderated by Paula Fernandez Pfizenmaier of PAGBAM IP (Argentina), the panel will include Jaime Angeles, Angeles Lugo Lovaton (Dominican Republic), Delia Belciu of Strautlat Albuлесcu (Romania), Duncan Grehan of Duncan Grehan & Partners (Ireland), Marina Hurtado of Arochi & Lindner (Mexico), Dusan Nitschneider of Nitschneider & Partners (Slovakia), Valdir Rocha of Veirano Advogados (Brazil) and Juan Carlos Uribe of Triana, Uribe & Michelsen (Colombia). At 3:15 CT, GALA will host, "Global Advertising Law Developments - Sponsored Content." Moderated by Rick Kurnit of Frankfurt Kurnit Klein & Selz, the panel will include Catherine Bate of Miller Thomson (Canada), Michel Bejot of Bernard-Hertz-Bejot (France), Joseph Lewczak of Davis & Gilbert (USA), Sharad Vadehra of Kan & Krishme (India) and David Wolberg. The sessions can be viewed live on Periscope or later on [GALA's YouTube channel](#).

"We are thrilled to have so many countries in attendance at this year's Global Meeting," said Stacy Bess, GALA's Executive Director. "It is particularly exciting to welcome to Chicago our new members Mersan Abogaos from Paraguay and Stratulat Albuлесcu from Romania."

The GALA meeting will take place immediately prior to the Association of National Advertisers Annual Advertising Law & Public Policy Conference. At the conference, GALA members will present a panel on "Global Hot Topics in Advertising Law - A Year in Review." Moderated by Jeffrey A. Greenbaum, Global Chairman of GALA and Managing Partner of Frankfurt Kurnit Klein & Selz (United States), the panel will include Ariela Agosin of Albagli Zaliasnik (Chile), Brenda Wood Kahari of BW Kahari Law Offices (Zimbabwe), Daniel Haije of Hoogenraad & Haak (Netherlands), Peter Le Guay, of Thomson Geer (Australia), and Sharad Vadehra of Kan & Krishme (India).

"As the issues faced by global advertisers become more complex, we're very pleased to be able to bring together in Chicago this terrific group of experts from around the world," said Jeffrey A. Greenbaum, Managing Partner at Frankfurt Kurnit in New York and GALA's Global Chairman. "During our educational sessions, we hope to be able to give insights to advertisers that will help them market to consumers more effectively in their own countries and across borders."

ABOUT GALA

www.galalaw.com

With firms representing more than 90 countries, each GALA member has the local expertise and experience in advertising, marketing and promotion law that will help your campaign achieve its objectives, and navigate the legal minefield successfully. GALA is a uniquely sensitive global resource whose members maintain frequent contact with each other to maximize the effectiveness of their collaborative efforts for their shared clients. GALA provides the premier worldwide resource to

advertisers and agencies seeking solutions to problems involving the complex legal issues affecting today's marketplace.

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