



**Deutsch-Arabisches
Industrie- und Handelskammer**
German-Arab
Chamber of Industry and Commerce
الغرفة الألمانية للصناعة والتجارة



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Germany

Distribution Strategies in the MENA Region

European Conference on the Distribution Strategies in the Middle East and North Africa on the 6th and 7th of May 2002....

The Germa-Arab Chamber of Industry and Commerce and the Chamber of Commerce in Hamburg in cooperation with the Euro Info Centre, the Africa Association, the Near and Middle East Association and the Association of German Chambers of Industry and Commerce are organizing a

European Conference on

Distribution Strategies in the Middle East and North Africa

May 6th - 7th 2002

Chamber of Commerce Hamburg

Adolphsplatz 1, 20457Hamburg, Germany

www.hk24.de

6. May 2002

13:30-14:00 Registration

14:00 -14:20 Opening Session

President, Hamburg Chamber of Commerce

Werner Schoeltzke, President, German Near and Middle East Association, Hamburg

Udo A. Boettcher, Member of the Board, Africa Association, Hamburg

Dr. Peter Goepfrich, CEO, German-Arab Chamber of Commerce, Cairo

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- **Vegetables**

14:20-15:40 Plenary

Chair: Michael Pfeiffer, DIHK, Head of International Trade Department, Berlin

The Barcelona Process and its Implications on Euro-Mediterranean Trade

Karl Friedrich Falkenberg, Director Bilateral Trade Policy, DG Trade, European Commission, Brussels

WTO-Implications on Agency and Distribution in the Arab World

Hannes Schloemann, LL.M., Attorney at Law (New York), Baker & McKenzie, Berlin/London

Agency and Distribution of Global Players in the Near Middle East

Rene von Samson-Himmelstjerna, DaimlerChrysler AG, Stuttgart

Arab Distribution and European or JV-Vehicles - the Myth of the Arab Agent

Peter F. Mayr, CEO, Terramar GmbH, Hamburg

15:40-16:00 Coffee Break**16:00 -18:00 Regional Aspects of Distribution**

Chair: Dr. Juergen Friedrich, CEO, German Industry and Commerce Office, Dubai

Jebel Ali and other Free Trade Zones in the Middle East

Ahmed Butti, Managing Director, Jebel Ali Free Zone Authority, Dubai

The Aqaba Free Trade Zone and the US-Jordan Free Trade Agreement

Imad Fakhouri, Aqaba Special Economic Zone Authority, Aqaba

N.N., Salah Bashir Law Office, Amman

Regional Distribution Holdings, Lebanon vs. the Netherlands and/or the UAE

Frederic Wapler, Partner, Gide Loyrette Nouel, Paris

Dr. Florian Amereller, LL.M., Partner, Krauss Amereller Henkenborg, Munich

Trading with Iraq via Neighbour Countries

Dr. Peter Gopfrich, CEO, German-Arab Chamber of Commerce, Cairo

Export Control and Distribution in the Middle East

Volker Hahn, Federal Ministry of Technology and Economics, Berlin

18:00 Buffet Dinner

7. May 2002

09:00 -10:30 Legal Aspects of Distribution and Agency

Chair: Frederic Wapler, Partner, Gide Loyrette Nouel, Paris

Drafting Distribution and Agency Agreements

Giles Dixon, Partner, Nabarro Nathanson, London

Termination and Non-Renewal of Agency Agreements

Prof. Dr. Hilmar Krueger, Bundesagentur für Aussenwirtschaft, Cologne

Litigating Agency Disputes

Dr. Florian Amereller, LL.M., Partner, Krauss Amereller Henkenborg, Munich

Choice of Law and Arbitration Clauses

Christopher Dixon, Partner, Key & Dixon, Dubai

10:30-11:00 Coffee Break

11:00 -13:00 Agency and Distribution in the GCC and Iran

Chair: Khaled Juffali, Chairman Saudi German Development and Investment Co. Ltd., Riyadh

Saudi-Arabia

Manfred Rothgaenger, Delegate, German-Saudi Arabian Liaison Office for Economic Affairs, Riyadh

Mario Sander, CEO, Deutsche Gesellschaft für Technische Zusammenarbeit GmbH, Riyadh

Wolf R. Schwippert, Schwippert Law Office, Berlin

Kuwait, Qatar and Bahrain

Manfred Kuhlmann, Senior Representative and Regional Director Middle East Dresdner Bank AG, Dubai

Kevin Burke, Partner, AI-Essa Al Bader and Partners, Kuwait

United Arab Emirates and Oman

Dr. Juergen Friedrich, CEO, German Industry and Commerce Office, Dubai

Christopher Dixon, Partner, Key & Dixon, Dubai

Ali Adam Al Hashmi, Director of Marketing and Research, Sultanate of Oman Commercial Office, Dubai

Iran

Michael Tockuss, CEO, Official Irano-German Chamber of Industry and Commerce, Teheran

Dr. Shirin O. Entezari, Partner, Dr. Shirin O. Entezari & Associates, Teheran

13:00-14:00 Lunch**14:00 -16:00 Agency and Distribution in the Mashrek**

(parallel workshop with Agency and Distribution in the Maghreb)

Chair: Dr. Peter Goepfrich, CEO, German-Arab Chamber of Commerce, Cairo

Iraq

Dr. Michael Fraenzel, Techconsult GmbH, Muenchen

Saleh Majid, Advocate Iraq, Middle East Legal Consultant, Hannover

Egypt

Dr. Nader Riad, Bavaria Egypt, Cairo

Dr. Ziad Bahaa-Eldin, LL.M., Partner, Bahaa-Eldin Law Office, Cairo

Dr. Florian Amereller, LL.M., Partner, Krauss Amereller Henkenborg, Munich

Jordan

Thomas Haneke, Area Manager Middle East, Vileda, Weinheim

Marita Riedel, DIHK-Project Office, Amman

Syria

Dr. Juergen Holz, Bankgesellschaft Berlin

Kanaan AI-Ahmar, LL.M., Partner, AI-Ahmar and Partners, Damascus

Lebanon

Toufick Gargour, Chairman Lebanese-German Business Council, Beirut

Alexis Naasan, CEO, Delegation of German Industry and Trade in Lebanon, Beirut

Omar I. Houry, LL.M., Partner, Houry & Ghalayini, Beirut

or alternatively

14:00 - 16:00 Agency and Distribution in the Maghreb

(parallel workshop with Agency and Distribution in the Mashrek)

Chair: Dr. Bernd Jackel, Division Arab Countries / Iran, Federal Ministry of Technology and Economics, Berlin

Morocco

Jorn Bousselmi, CEO, German-Moroccan Chamber of Commerce, Casablanca

Hicham Naciri, Partner, Naciri et Associees, Casablanca

Tunisia

Friedrich Engeike, Head of the Middle East Department, Bosch Siemens Haushaltsgerate, Munich

Elyes Ben Mansour, Gide Loyrette Nouel, Tunis

Algeria

Werner Schoeltzke, Co-President, German Algerian Economic Forum, Geisenheim

Timm T. Riedinger, M.C.L., Lawyer, Paris

Libya

Jens-Ove Stier, Chairman German Libyan Business Forum, Wehrheim

Dr. Salah M. Zahaf, Conciliation and Arbitrationboard, Chamber of Industry, Tripoli Sudan

Walter Englert, Co-ordinator, German Sudanese Business Forum, Hamburg

16:00 - Reception

**For registration and more information please contact the
Handelskammer Hamburg (Chamber of Commerce in Hamburg)**

Please read also the last version of the program and fill in the registration form.

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