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**ALFA** INTERNATIONAL  
THE GLOBAL LEGAL NETWORK

**2012 EUROPEAN REGIONAL MEETING**

April 26-28, 2012 – Renaissance Amsterdam Hotel – Amsterdam, Netherlands



**Thursday 26 April 2012**

***LOCATION:*** Offices of Kennedy Van der Laan  
Haarlemmerweg 333  
1051 LH Amsterdam, Netherlands  
Tel: +31-20-550 6666

***EUROPEAN LABOR LAW and IP/IT PRACTICE GROUP MEETINGS:***

- 14.00** Registration – Practice Group Meetings  
ALFA International attorney delegates who are members of (or interested in) the European Labor Law Practice Group or the IP/IT Practice Group are encouraged to attend the following Practice Group Meetings at Kennedy Van der Laan:
- 14.30 – 18.00** First meeting of the **European Labor Law Practice Group**
- 14.30 – 18.00** Meeting of the **IP and IT Practice Group**
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***EUROPEAN REGIONAL MEETING:***

- 18.00**                    **Registration – European Regional Meeting**  
ALFA International attorney delegates who are only attending the European regional meeting are welcome to register at this time.
- 18.00 – 20.00**           **Welcome Reception at Kennedy Van der Laan**  
Our host firm, Kennedy Van der Laan, would like to welcome all the delegates to Amsterdam by hosting a special Welcome Reception for all ALFA International attorney attendees and their spouses/significant others. Delegates will be responsible for their transportation to Kennedy Van der Laan for the reception.
- 20.00**                    **Buses load and depart for dinner at Moeders**
- 20:30**                    **Dinner at Moeders**  
Moeders (“Mothers”) is a small restaurant, known for its Dutch specialties, such as *stamppot* and *hachee*. Discover what these dishes are and join us for dinner. All ALFA International attorney delegates and spouses are encouraged to attend. Feel free to bring a picture of your mother. We will make sure it will be placed in the restaurant. Transportation will be provided from the offices of Kennedy Van der Laan to the restaurant. Delegates will be responsible for their own transportation back to the hotel. *After the program, each attending ALFA Attorney will be billed a pro-rata share of the dinner’s cost.*
- Moeders Restaurant**  
Rozengracht 251  
1016 SX Amsterdam  
Tel: +31-20-6267957  
[www.moeders.com](http://www.moeders.com)

**Friday 27 April 2012**

- LOCATION:***            **Renaissance Amsterdam Hotel**  
Kattengat 1  
1012 SZ Amsterdam  
Tel: +31-20-621 2223
- 6.30 – 9.30**            **Breakfast at your Leisure in Scossa Restaurant**  
Included in your hotel room rate
- 9.30 – 11.00**        **Marketing Opportunities and Building Relationships**  
Reviewing a variety of best practices implemented by ALFA International member firms – whether individually or in groups. This panel session will look at some of the unique methods which ALFA International member firms employ to exploit their membership in the organization as a tier one marketing positioning tool to put themselves in front of clients and prospects alike. How do ALFA International firms work together to combine their Business Development powers, knowledge and impact? How are we pitching together and how can we improve this technique to
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be perceived as a viable option for clients that are working across many jurisdictions? How do we best compete with single-branded international firms and one-stop-shop firms? Examples of what we are currently doing around the globe and what could we be doing in the future will be discussed.

Matt Share  
*Director of Marketing*  
ALFA INTERNATIONAL  
Chicago, Illinois

**A New Perspective of Taking Law Firm Marketing to the Next Level – Practical Insights & Lessons Learned**

Traditional marketing tactics are no longer effective. Nowadays, it's all about showing value; it's all about providing valuable content to your clients and prospects. Helping them with their issues positions you as a thought leader and builds trusted relationships. Law firms especially are in a great position to take that next step. This practical session will provide you with some clear insights to take that next step in your firm's marketing efforts.

Albert Jan Huisman  
*Marketing Director*  
KENNEDY VAN DER LAAN  
Amsterdam, Netherlands

**11.00 – 11.30**

**Coffee Break**

**11.30 – 12.00**

**Statistics on Inbound and Outbound Referrals**

Laurie Watt  
*International Secretary*  
ALFA INTERNATIONAL  
London, United Kingdom

**12.00 – 13.00**

**The Battle of the Networks**

Many European ALFA International firms are also members of other networks. These networks may be general (such as AEL) or specialist (such as specific biotech or IT networks), formal (such as AEL) or informal (such as OLG). This session aims at discussing what we expect of the membership of ALFA International and the other networks, how we use them and what criteria we use for referrals. Discussion of whether AEL should be used as a source of ALFA International membership will also occur.

Bjørn Blix  
*Partner*  
BLIX ADVOKATFIRMA  
Oslo, Norway

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Alfred Meijboom  
*Partner*  
KENNEDY VAN DER LAAN  
Amsterdam, the Netherlands

**13.00 – 14.30**      **Lunch**

**14.30 – 18.00**      **AFTERNOON CLIENT SESSIONS**

**The future European Data Protection Regulation**

Although data protection has been harmonized in Europe, there are many variations on a national level. The recent Proposal on the new General Data Protection Regulation will bring major changes. The Regulation will have direct effect as a European wide uniform data protection law. The afternoon session will discuss the Regulation, and its significance for legal practice. Kennedy Van der Laan will invite client attendees from different sectors to share their views.

**14.30 – 15.15**      **A General Data Protection Regulation: Major Changes and New Possibilities for Member Firms**

The Proposal of the Data Protection Regulation is not only ambitious and prescriptive it will apply directly and universally across EU member states. Moreover, the intended extraterritorial scope of the Regulation will impose new obligations on foreign product and service providers, particularly in the on-line environment. What do the new rules and the new remedies, liability and sanctions enhance? What is the role of the local Data Protection Authorities and what is the role of the new European Data Protection Board? And can and will law firms undertake the challenge of becoming a Data Controller's Data Protection Officer?

Hester de Vries  
*Partner*  
KENNEDY VAN DER LAAN  
Amsterdam, Netherlands

**15.15 – 16.00**      **Local Data Protection Compliance**

NS Dutch Railways has developed an overall data protection compliance framework, combining respect for data subjects' rights with the public interest in analyzing travelers' behavior and developing and offering new products and services. How does NS prepare for the new Data Protection Regulation?

Renée Elzinga  
*Legal Counsel*  
NS DUTCH RAILWAYS  
Utrecht, Netherlands

**16.00 – 16.30**      **Coffee Break**

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16.30 – 17.15

### **Transborder Flows of Personal Data**

As a Dutch bank providing products and services to clients worldwide ING continuously transfers personal data between its establishments. In order to legitimize these transfers and provide sound and uniform personal data protection to its clients, ING has drafted a comprehensive self regulatory framework called Binding Corporate Rules. ING will explain the building blocks of the BCR, and the continuous effort to implement the BCR and reach overall data protection compliance.

Vroukje van Oosten Slingeland  
*Head Legal IT & Procurement & Privacy*  
ING BANK N.V.  
Amsterdam, Netherlands

17.15 – 18.00

### **Data Protection in the Context of Employment Relationships**

Tiefenbacher in its practice often advises global enterprises in one of its areas of expertise: employment law. In this context, data protection laws are difficult to comply to, with data processing taking place all over the world. Will the proposed Data Protection Regulation change this? From a German perspective, where data protection is already on a high level, will the change be for the better? Should Germany uphold its specific regime for employee personal data protection in the context of article 82 of the Regulation?

Katharina Heisch LL.M.  
*Attorney, Mediator*  
TIEFENBACHER  
Heidelberg, Germany

19.00

### **Bus Departs for Dinner at De Kas**

19.30

### **Dinner at De Kas**

After the program sessions have ended for the day, the group will enjoy dinner at De Kas (“the Greenhouse”) restaurant. De Kas creates new menus daily based on the harvest of their own (organic) nursery, and their cooking style is inspired by the cuisines of the rural Mediterranean. A coach will take delegates back to the hotel. *After the program, each attending ALFA Attorney will be billed a pro-rata share of the dinner’s cost.*

### **De Kas Restaurant**

Kamerlingh Onneslaan 3  
1097 DE Amsterdam  
+31-20-462 4562  
[www.restaurantdekas.nl](http://www.restaurantdekas.nl)

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## **Saturday 28 April 2012**

**6.30 – 9.30**                      **Breakfast at your Leisure in Scossa Restaurant**  
Included in your hotel room rate

### ***OPTIONAL SOCIAL ACTIVITY:***

We invite the attending ALFA International lawyers and spouses/companions to join the group for a day of socializing and exploring the city of Amsterdam. We will work with a tour company to create a memorable experience for all attendees. *After the program, each attending ALFA Attorney will be billed a pro-rata share of the activity's cost.*

**10.00 – 12.00**                      **Guided walking or bike tour through the historical center of Amsterdam**

**12.00 – 13.00**                      **Lunch**

**13.00 – 14.00**                      **Canal tour**

**From 14.00**                      **Free afternoon to explore Amsterdam (visit the Rijksmuseum, Anne Frank house or the Van Gogh museum, go shopping in *grand magasin* De Bijenkorf or de negen straatjes (“the nine streets”), etc.)**

### ***DINNER OPTIONS:***

Dinner this evening will be on your own. Kennedy Van der Laan has suggested the following restaurants as possibilities. Please note that most restaurants require a reservation for the Saturday evening.

#### **Blauw aan de Wal**

Oudezijds Achterburgwal 99  
1012 DD Amsterdam  
+31-20-330 2257  
[www.blauwaandewal.com](http://www.blauwaandewal.com)  
(Mediterranean cuisine in the red light district)

#### **Le Zinc ... et les autres**

Prinsengracht 999  
1017 KM Amsterdam  
+31-20 -622 9044  
[www.lezinc.nl](http://www.lezinc.nl)  
(French cuisine in 17<sup>th</sup> century entrepôt)

#### **Le Pêcheur**

Reguliersdwarsstraat 32  
1017 BM Amsterdam  
+31-20-624 3121  
[www.lepecheur.nl](http://www.lepecheur.nl)  
(Fish restaurant in down town Amsterdam)

#### **Indrapura**

Rembrandtplein 42  
1017 CV Amsterdam  
+31-20- 623 7329  
[www.indrapura.nl](http://www.indrapura.nl)  
(Indonesian restaurant in entertainment district)

#### **REM-eiland**

Haparandadam 45-2  
1013 AK Amsterdam  
+31 20 688 5501  
[www.remeiland.com](http://www.remeiland.com)  
(International cuisine with great view over the IJ-river and harbour of Amsterdam, trendy place on a 80-m high radio tower)

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### ***QUEENS DAY:***

On Monday 30 April, the Netherlands celebrates Koninginnedag (“Queens Day”), the Queen’s birthday. Queen’s day (including the night before – Queens night) is known for its nationwide *vrijmarkt* (“free market” or flea market), at which many people sell their secondhand items on the streets. It is also an opportunity for “Orange madness” (Orange is the name of the Dutch royal family and, of course, the national color) when the normally straight-laced Dutch let down their hair, often dyed orange for the occasion.

Although Queens Day is something special to experience and a great reason to expand your trip to Amsterdam, please bear in mind Amsterdam is extremely crowded and it may be impossible to get public transportation (including taxis). The best option is probably to walk (through a partying crowd) from your hotel to the Central Station (5-10 minutes) and try to catch a direct train which takes you in 15 minutes to Schiphol Airport.