

## Maximizing Opportunities / Minimizing Risks



### **What Swiss companies in Asia need to know when it comes to product liability and establishing a distribution network through distributors versus subsidiaries in Asia**

The Swiss-Asian Chamber of Commerce and the Allianz Deutscher Wirtschaftsanwälte in Asien (ADWA, Alliance of German Business Lawyers in Asia) ([www.adwa-law.com](http://www.adwa-law.com)) kindly invite you to a round table to discuss the success factors for setting up and maintaining a distribution network, either via local distributors or your own local subsidiary, as well as the need to know about product liability in Asia.

#### **The event will take place as follows:**

**Date: Thursday, March 14, 2019**

**Time: 9:00 a.m. – 3:30 p.m.**

**Venue: Haus zum Rüden, Limmatquai 45, CH-8001 Zürich**

Setting up and maintaining a successful distribution network on a long-term basis requires in-depth local knowledge of economic and legal conditions. This is necessary both in order to meet local distributors' expectations, and to keep the distribution network stable in the face of rapidly changing markets. Alternatively, an owned subsidiary can be operated. This must fully comply with local regulations.

When distributing its products to the Asian markets, it is not only important for the distributors but also for the manufacturer to know and take into consideration the mandatory product liability laws when drafting sales contracts, in order to avoid unexpected product liability claims.

Panelists include leading practitioners and experts from seven Asian countries including China and Hong Kong, Japan, South Korea, Vietnam, Thailand and Singapore, advising corporate investors among others from Switzerland.

## Participants will be able to:

- get to know the critical topics to be considered but often neglected when selecting and contracting distributors in each of the seven Asian countries;
- learn how to avoid conflicts between distributors and maintain a stable distribution network;
- get an overview of the pros and cons of a distributorship versus an owned subsidiary;
- obtain an overview of product liability laws in each jurisdiction and what to consider when drafting distribution contracts;
- participate in a one-on-one Q & A session

## Program

9:00 – 9:15hrs	Registration
9:15 – 9:20hrs	Welcome remarks by Dr. Urs Lustenberger
9:20 – 10:20hrs Coffee break 10:35 – 11:35hrs	<b>Setting up a successful distribution network in Asia:</b> RA Stefan Schmierer – <b>Hong Kong</b> RA Dr. Andreas Respondek – <b>Singapore</b> RA Dr. Andreas Respondek – <b>Thailand</b> RA Michael Müller – <b>Japan</b> RA Joachim Nowak – <b>Korea</b> RA Christian Brendel – <b>Vietnam</b> RA Rainer Burkardt – <b>China</b>
11:35 – 12:00hrs	Q&A
12:00 – 13:00hrs	Lunch
13:00 – 14:00hrs Coffee break 14:20 – 15:20hrs	<b>Product liability and what to consider when drafting distributor contracts:</b> RA Stefan Schmierer – <b>Hong Kong</b> RA Dr. Andreas Respondek – <b>Singapore</b> RA Dr. Andreas Respondek – <b>Thailand</b> RA Michael Müller – <b>Japan</b> RA Joachim Nowak – <b>Korea</b> RA Christian Brendel – <b>Vietnam</b> RA Rainer Burkardt – <b>China</b>
15:20 – 15:30hrs	Q&A and closing remarks
15:30hrs	End of the event

## Speakers

RA Christian Brendel	A German lawyer working at Brendel & Associates Law Co., Ltd. ( <a href="http://www.brendel-associates.com">www.brendel-associates.com</a> ), a registered Foreign Law Firm in Vietnam with offices in Ho Chi Minh City (Saigon), Da Nang and Ha Noi.
RA Rainer Burkardt	A German lawyer working at Burkardt & Partners ( <a href="http://www.bktlegal.com">www.bktlegal.com</a> ), a Chinese law firm in Shanghai, China. Living and working in China for the last 21 years, Mr. Burkardt is one of the few German lawyers with significant experience of China..
RA Michael Müller	A German lawyer working at Mueller Foreign Law Office ( <a href="http://www.mueller-law.jp">www.mueller-law.jp</a> ), a registered Foreign Law Office with Japanese lawyers in Tokyo, Japan.
RA Joachim Nowak	A German lawyer working at Lee & Ko ( <a href="http://www.leeko.com">www.leeko.com</a> ), a reputable Korean law firm in Seoul. Mr. Nowak is also educated as a <i>Bankkaufmann</i> , and since 1999 arbitrator at the Korean Commercial Arbitration Court. Since 1997, he works as a lawyer in Korea and in addition manages with his wife several Korean entities engaged in software, business consulting, or providing technical solutions
RA Dr. Andreas Respondek	A German and US (WC) lawyer and chartered arbitrator, working at Respondek & Fan ( <a href="http://www.rflegal.com">www.rflegal.com</a> ), a law firm with offices in Singapore and Thailand.
RA Stefan Schmierer	A German lawyer and Hong Kong solicitor working at Robinsons Lawyers ( <a href="http://www.robinsonslawyers.com">www.robinsonslawyers.com</a> ), a law firm in Hong Kong. Mr. Schmierer is for more than nine years advising mostly German speaking entities in Hong Kong in all aspects of commercial, corporate and tax law.

## Registration Form

**Registration:** Please register by returning the form below to the Swiss-Asian Chamber of Commerce, P.O. Box 1073, 8032 Zurich, faxing 041/620 88 03 or emailing [sacc@sacc.ch](mailto:sacc@sacc.ch), by **Thursday, March 7, 2019 at the latest**. The cost of the event, which includes seminar fee and lunch, is CHF 160.00 for SACC – Members and CHF 220.00 for Non-Members. You will receive a confirmation including the invoice after your registration. Cancellations will be accepted until Monday, March 11, 2019, 10.00 a.m.: - otherwise a full no-show charge applies.

Last Name: ..... First Name: .....

Position: .....Company: .....

Full Address: .....

Phone: ..... Fax: ..... E-mail: .....

Date: .....Signature: .....