

# DRAFTING EFFECTIVE INTERNATIONAL CONTRACTS: International Sales, Agency and Distributorship Contracts

FRIDAY, MAY 18 & SATURDAY, MAY 19, 2018  
with a Welcome Evening Cocktail on Thursday, May 17



#UIAInternationalContracts

Seminar organised by the UIA with the support of the Poznan Bar Association, the Faculty of Law and Administration of the Adam Mickiewicz University in Poznan, the Polish National Bar Council (NBC) and the International Chamber of Commerce

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## Introduction

Selling its products and services is of key importance for almost every business. These sales and promotion activities often require the deployment of agents, distributors or other distribution intermediaries. This does not only apply to sales and promotion on a national level, but even more on an international level, as a growing number of companies is expanding internationally.

In doing so, they face new issues regarding the negotiation and drafting of international contracts. Even within a common market, such as the European Union, laws differ from country to country. Businesses selling in other countries are forced to deal with complex issues which arise in international contracts. Choosing one's own national law does often not avoid these complex issues.

The seminar on international commercial contracts organised by UIA in Poznan will analyze the basic issues of cross-border contracts with reference to three types of contracts more commonly used by those who approach a foreign market (sales, commercial agency, distributorship), and at the same time focus on the drafting of the clauses more commonly used. The seminar intends to give the participants a clear overview of the basic principles governing international contracts, through clear and effective contractual clauses. In respect to international sales contracts it is important to know the Vienna Convention on International Sales of Goods and Incoterms of the International Chamber of Commerce.

In order to attain this goal, a group of highly qualified speakers having at the same time a high-level profile and a practical experience in drafting and negotiating International contracts has been selected.

The main arguments discussed during the seminar will be:

- **International sales contracts:** General conditions of sale and negotiation of the respective clauses; Clauses regarding delivery; Incoterms; Non conformity; Limitation of liability; Arbitration; Choice of court agreement under EU Regulation 1215/2012
- **Agency and distribution contracts:** Protection of agents in the EU; Exclusivity and non-competition clauses; Recent trends in goodwill indemnity; EU antitrust rules; Internet sales.



Thursday | May 17 | 2018

**19:00** WELCOME COCKTAIL

Kindly offered by the Polish National Bar Council (NBC) at the:  
**PURO HOTEL POZNAŃ**  
ul. Stawna 12, 61-759 Poznan, Poland



Friday | May 18 | 2018

**08:45 – 09:15 REGISTRATION OF PARTICIPANTS**

**ADAM MICKIEWICZ UNIVERSITY (UAM)**

**The Faculty of Law and Administration (*Wydział Prawa i Administracji*)** – Collegium Iuridicum Novum  
Aleja Niepodległości 53, 61-714 Poznan, Poland

**09:15 – 09:30 WELCOME AND OPENING OF THE SEMINAR**

- **Pedro PAIS DE ALMEIDA**, *UIA President, Abreu Advogados, Lisbon, Portugal* – or his Representative
- **Anna MASIOTA**, *UIA National Representative – Poland, MASIOTA - Adwokaci i Radcowie Prawni, Poznan, Poland*
- **Maciej GUTOWSKI**, *President of the Poznan Bar Association, Gutowski i Wspólnicy, Poznan, Poland*
- **Roman BUDZINOWSKI**, *Dean of the Faculty of Law and Administration of the Adam Mickiewicz University in Poznan, Poland* – or his Representative

**GENERAL MODERATOR for SALES CONTRACTS:**

- **Jean-Paul VULLIETY**, *President of the UIA International Sale of Goods Commission, Lalive, Geneva, Switzerland*

**09:30 – 10:15 International Sales Contracts: Practical Introduction to the CISG**

- General introduction to the CISG
- When does the CISG apply?
- Reasons for not excluding the CISG
- Issues covered and not covered by CISG

**Speakers:**

- **Philipp LANDERS**, *Ahlers & Vogel, Hamburg, Germany*
- **Marie-Christine CIMADEVILLA**, *Cimadevilla Avocats, Paris, France*

**10:15 – 10:45 The Use of General Conditions of Sale (or Purchase). When are they Effective? What you Should Look at and be Aware of...**

- The rules on formation of contracts of sale
- Battle of the forms: “last shot” rule against “knock-out” doctrine
- Problems of validity of general conditions under certain national laws

**Speaker:**

- **Jean-Paul VULLIETY**, *President of the UIA International Sale of Goods Commission, Lalive, Geneva, Switzerland*

**10:45 – 11:15 COFFEE BREAK**

**11:15 – 11:45 Clauses Regarding Delivery**

- Delivery, place of delivery, passing of risk
- Liability of the seller in case of late delivery; possible limitation clauses

**Speaker:**

- **Ewa HABRYN-CHOJNACKA**, *Vice-President of the Poznan Bar Association, Kancelaria Adwokacka Habryn-Chojnacka, Poznan, Poland*

**11:45 – 12:30 Claims for Non-Conformity of the Goods? How to Address them in the Contract? How to Deal with them once a Non-Conformity is Discovered? What about Liability Limitation?**

**The theoretical approach:**

- The notion of non-conformity in Article 35 CISG
- Notification of non-conformity. Determining the “reasonable time” after which claims are forfeited. Case law on non-conformity and time limits for notice
- Limiting contractually the seller’s liability for damages

**Speaker:**

- **Philipp LANDERS**, *Ahlers & Vogel, Hamburg, Germany*

**12:30 – 13:45 LUNCH**

**13:45 – 14:35 How to Choose the Right Incoterm?**

- The Incoterms 2010 of the ICC
- Reasons for avoiding the term “ex works”
- The passing of risk under the various incoterms
- Q & A

**Speaker:**

- **Jean-Paul VULLIETY**, *President of the UIA International Sale of Goods Commission, Lalive, Geneva, Switzerland*

**14:35 – 15:05 Dispute Resolution in International Contracts of Sale**

**The recourse to international arbitration**

- Arbitration or court jurisdiction?
- Effectiveness of arbitration clauses
- Provisional measures, simplified proceedings
- The relevance of the place(s) of enforcement of the award

**Speaker:**

- **Martin WIEBECKE**, *Anwaltsbüro Wiebecke, Kuesnacht, Switzerland*

**15:05 – 15:40 Choice of Law and Jurisdiction Clauses in Contracts of Sale**

**Speakers:**

- **Christoph OERTEL**, *Brödermann Jahn Rechtsanwalts-gesellschaft MBH, Hamburg, Germany*
- **Anna MASIOTA**, *UIA National Representative – Poland, MASIOTA - Adwokaci i Radcowie Prawni, Poznan, Poland*

**15:40 – 16:20 General Introduction to the Session on Distribution: Organising an International Distribution Network**

- Intermediaries v. resellers: the main option between agents and distributors
- Subsidiary/joint venture
- Controlling retail distribution (franchising, selective distribution)
- The need for flexibility

**Speaker:**

- **Maciej GUTOWSKI**, *President of the Poznan Bar Association, Gutowski i Wspólnicy, Poznan, Poland*

**16:20 – 16:45 COFFEE BREAK**

Friday | May | 18 | 2018

**GENERAL MODERATOR for DISTRIBUTION AGREEMENTS – part I:** • **Milagros POAL-MANRESA CANTARELL**, *President of the UIA Contract Law Commission, Centell-Folch Abogados Asociados, Barcelona, Spain*

**16:45 – 17:30** Negotiation of a Cross-Border Distributorship Contract

**Speakers:**

- **Nicole VAN CROMBRUGGHE**, *Chief Editor of the UIA Juriste International, LVP Law, Brussels, Belgium*
- **Horst BECKER**, *Ariathes Rechtsanwälte, Munich, Germany*

**17:30 – 18:10** Goodwill Indemnity and Similar Rights in Agency and Distributorship Contracts: Analysing Recent Trends

- The goodwill indemnity for agents: different criteria of calculation in various countries
- The application by analogy of the agents' indemnity to distributors in various countries

- The trend towards recognizing an indemnity (or compensation for insufficient term of notice: rupture brutale) to distributors

**Speaker:**

- **Fabio BORTOLOTTI**, *Buffa Bortolotti & Mathis, Torino, Italy*

**18:10 – 18:45** Exclusivity and Non-Competition Clauses in Commercial Agency and Distributorship Contracts

- Granting exclusive rights and possible exceptions: excluded customers; right of the principal/supplier to make direct sales, etc.
- Analyzing examples of non-competition clauses

**Speaker:**

- **Aimery DE SCHOUTHEETE**, *Liedekerke Wolters Waelbroeck Kirkpatrick, Brussels, Belgium*

**20:00** OPTIONAL DINNER

Venue to be confirmed

Saturday | May | 19 | 2018

**08:30 – 09:00** REGISTRATION OF PARTICIPANTS

ADAM MICKIEWICZ UNIVERSITY (UAM)

The Faculty of Law and Administration (*Wydział Prawa i Administracji*) – Collegium Iuridicum Novum

Aleja Niepodległości 53, 61-714 Poznan, Poland

**GENERAL MODERATOR for DISTRIBUTION AGREEMENTS – part II:** • **Nicole VAN CROMBRUGGHE**, *Chief Editor of the UIA Juriste International, LVP Law, Brussels, Belgium*

**09:00 – 09:35** The Rules Protecting Commercial Agents in the European Directive and in the Laws of the Member States. A General Overview

- The directive harmonizes but does not unify the national rules
- Need to adapt the contract to the applicable domestic law
- Is it possible to minimize the impact of the rules on goodwill indemnity
- The choice of a law other than the agent's one. When is such choice effective?
- The choice of the law of a third country: the Ingmar case

**Speaker:**

- **Horst BECKER** *Ariathes Rechtsanwälte, Munich, Germany*

**09:35 – 10:10** Post-Termination Provisions in Agency and Distributorship Agreements

**Speaker:**

- **Stephen SIDKIN**, *UIA Co-Director of Communication, Fox Williams LLP, London, UK*

**10:10 – 10:45** COFFEE BREAK

**10:45 – 11:10** The IDArb Project for an Expedited Arbitration in Distribution Matters

- The list of specialized arbitrators
- The choice of the sole arbitrator
- The expedited procedure and the IDArb recommendations

**Speakers:**

- **Fabio BORTOLOTTI**, *Buffa Bortolotti & Mathis, Torino, Italy*
- **Jean-Paul VULLIETY**, *President of the UIA International Sale of Goods Commission, Lalive, Geneva, Switzerland*

**11:10 – 11:45** Complying with EU Antitrust Rules

- No vertical price fixing/recommended prices/maximum prices
- Export prohibitions: active/passive sales
- Non-compete clauses: 5 years' limitation and prohibition of post-contractual obligations

**Speaker:**

- **Susanne MARGOSSIAN**, *Up International SA, Geneva, Switzerland*

**11:45 – 12:30** Hot Issues Regarding Sales on the Internet

- Selling through the Internet: Possible impact on the existing network
- Limiting sales through Internet by distributors: trademark and antitrust issues
- The Coty case

**Speakers:**

- **Fabio BORTOLOTTI**, *Buffa Bortolotti & Mathis, Torino, Italy*
- **Mariusz ZELEK**, *Gutowski i Wspólnicy, Poznan, Poland*

**12:30 – 12:40** CLOSING REMARKS

# Organising Committee

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## General Information

### SEMINAR VENUE

ADAM MICKIEWICZ UNIVERSITY (UAM)  
The Faculty of Law and Administration  
Collegium Iuridicum Novum  
Aleja Niepodległości 53, 61-714 Poznan, Poland

### REGISTRATION FEES

	UIA Member		Non Member	
	≤ 18.04.2018	> 19.04.2018	≤ 18.04.2018	> 19.04.2018
STANDARD REGISTRATION	€ 390*	€ 440*	€ 440*	€ 490*
YOUNG LAWYER (<35)**	€ 340*	€ 390*	€ 390*	€ 440*
POLISH PARTICIPANTS		€ 160*		
MEMBERS OF THE POZNAN BAR ASSOCIATION		€ 120*		

\* The VAT (23%) can be applied to the amount stated above according to the European Directive 2006/112/CE of November 28, 2006. For more information, please contact the UIA. **If you provide an EU VAT ID number, the VAT will not be charged.**

\*\* Please attach proof of age to the registration form to benefit from young lawyers fee

These fees cover participation in the welcome cocktail, participation in the seminar, coffee breaks, lunch on Friday, May 18, 2018, as well as the documentation of the seminar. The dinner on Friday night, May 18, is optional and at additional charge. Please note that the number of places at the seminar is limited. The organisers reserve the right to refuse registrations in the event of excess applications.

### CONTINUING LEGAL EDUCATION

Every participant attending the seminar will receive a "Certificate of Participation" at the end of the event that may be used to obtain "Credits" for "Continuing Legal Education" – "Continuing Professional Development" purposes, depending on national rules. For more information, please contact the UIA.

### LANGUAGE

The working language will be **English** without simultaneous translation.

## HOTEL RESERVATION

A limited number of rooms has been pre-booked at a preferential rate. Reservations should be made directly through the hotel. Credit card details must be given in order to secure your reservation. Please note that the number of rooms is limited. We recommend that you proceed with your reservations as soon as possible.

Hotels	Rates
<b>PURO HOTEL POZNAŃ (4*)</b> <i>@ 1.1km from the Seminar Venue (15 min. by walk)</i> ul. Stawna 12 61-759 Poznan, Poland T +48 61 333 1000 E <a href="mailto:poznan@purohotel.pl">poznan@purohotel.pl</a> <a href="http://www.purohotel.pl/en/poznan">www.purohotel.pl/en/poznan</a>	Superior Single room <b>PLN 630</b> Superior Double room <b>PLN 730</b> Superior PLUS Single room <b>PLN 780</b> Superior PLUS Double room <b>PLN 880</b> <b>Breakfast and 8% VAT included</b> <i>Please download the hotel reservation form from our Website <a href="http://www.uianet.org">www.uianet.org</a></i>
<b>SHERATON POZNAN HOTEL (5*)</b> <i>@ 1.8km from the Seminar Venue (20-25 min. by walk)</i> ul. Bukowska 3/9 60-809 Poznan, Poland T +48 61 655 2000 / F +48 61 655 2202 E <a href="mailto:reservation.poznan@sheraton.com">reservation.poznan@sheraton.com</a> <a href="http://www.sheraton.pl/poznan/en">www.sheraton.pl/poznan/en</a>	Standard Room Single occupancy <b>PLN 420 + 8% VAT</b> Standard Room Double occupancy <b>PLN 470 + 8% VAT</b> <b>Breakfast included</b> <i>Please download the hotel reservation form from our Website <a href="http://www.uianet.org">www.uianet.org</a></i>
<b>HOTEL VIVALDI (4*)</b> <i>@ 1.1km from the Seminar Venue (15 min. by walk)</i> ul. Winogrody 9 61-663 Poznan, Poland T +48 61 858 81 00 / F +48 61 853 29 77 E <a href="mailto:poznan@vivaldi.pl">poznan@vivaldi.pl</a> <a href="http://www.vivaldi.pl/poznan">www.vivaldi.pl/poznan</a>	Standard Single room <b>PLN 470</b> Standard Twin room <b>PLN 560</b> <b>Breakfast and 8% VAT included</b> <i>Please download the hotel reservation form from our Website <a href="http://www.uianet.org">www.uianet.org</a></i>

## CANCELLATION CONDITIONS

All cancellations will be subject to a 50% deduction and will have to be sent in writing, to be received by the Union Internationale des Avocats **no later than April 18, 2018**. No refund will be made for cancellations received after this date.

Anyone who requires a visa invitation letter in order to attend the seminar should register and pay their registration fees **no later than April 18, 2018** to ensure there is enough time to obtain a visa.

All cancellations will be refunded in full, minus €50 + VAT to cover administrative costs, provided that the UIA has received the registration documents and total registration fees **no later than April 18, 2018**.

If you register after this date, only 50% of the amount paid minus €50 + VAT to cover administrative costs will be refunded for cancellations due to visa refusals.

All cancellations due to a visa refusal must be sent in writing and reach the UIA **before the seminar**. Cancellations must be accompanied by a **proof of visa refusal**.

If your visa is issued after the seminar date or if you do not have proof of visa refusal, you will not be entitled to a refund.

All registrations received by the Union Internationale des Avocats (UIA) along with the full payment of fees corresponding to the events selected will be confirmed in writing.

The UIA reserves the right to cancel or postpone the seminar to a later date, change the seminar venue and/or programme, make any corrections or modifications in the information published in the seminar programme and cancel any invitation to participate in the seminar, at any time and at their entire discretion, without having to provide any reasons for the same.

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature, suffered (directly or indirectly) by a delegate, accompanying person or a third party following any cancellations, changes, postponements or modifications.

**The UIA strongly advises participants to subscribe to modifiable and/or refundable services, as well as to take out a cancellation insurance.**

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature whatever, suffered (directly or indirectly) by a delegate or accompanying person, except in case of death or personal injury due to gross negligence by the UIA.

The contractual relations between the UIA and each participant (delegate or accompanying person) in relation to the seminar are subject to French law and jurisdiction, to the exclusion of any other law. Paris is the city of jurisdiction.

It is the responsibility of participants to ensure compliance with police, customs and health formalities for their journey. Participants unable to take part in the seminar because of their inability to take a flight or any other means of transportation due to being unable to provide the documents required (passport, visa, vaccination certificate, etc.) cannot claim any reimbursement.

“Force majeure” means any events external to the parties, of both an unforeseeable and insurmountable nature that prevents either the client or the participants, or the agency or service providers involved in organising the seminar, from executing all or part of the obligations provided for in the present agreement. By express agreement, such will be the case in the event of a strike affecting the means of transport, hotel staff, air traffic controllers, an insurrection, a riot or any prohibition whatsoever decreed by governmental or public authorities.

It is expressly agreed that for the parties, a case of force majeure would suspend the execution of their reciprocal obligations. At the same time, each of the parties shall bear the burden of all the expenses incumbent upon them, resulting from the case of force majeure.

## GENERAL CONDITIONS

## VISAS

## FORMALITIES

## FORCE MAJEURE



Union Internationale des Avocats  
International Association of Lawyers  
Unión Internacional de Abogados



Wydział Prawa i Administracji



# DRAFTING EFFECTIVE INTERNATIONAL CONTRACTS: International Sales, Agency and Distributorship Contracts

Friday, May 18 & Saturday, May 19, 2018

**POZNAN, POLAND**

## REGISTRATION FORM

Register online at: [www.uanet.org](http://www.uanet.org)

or please complete and return this form, by email, fax or post, to:

**UNION INTERNATIONALE DES AVOCATS**  
20 rue Drouot, 75009 Paris, FRANCE

Tel: +33 1 44 88 55 66 ■ Fax: +33 1 44 88 55 77 ■ Email: [uiacentre@uanet.org](mailto:uiacentre@uanet.org)



Register online

**UIA INDIVIDUAL MEMBERS: M I \_ \_ \_ \_ \_**

Please specify your membership number (Please check your membership card or membership fees)

Family Name: .....

First Name: .....

Firm: .....

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Post Code: ..... City: .....

Country: .....

Tel: ..... Fax: .....

Email: .....

Date of Birth: .....

EU VAT ID-Number: .....

Special requests (special diet, allergies, handicap...): .....

Arrival/departure times & flight numbers: .....

Hotel: .....

### A. SEMINAR REGISTRATION FEES

	UIA Member		Non Member	
	≤ 18.04.2018	> 19.04.2018	≤ 18.04.2018	> 19.04.2018
STANDARD REGISTRATION	€ 390*	€ 440*	€ 440*	€ 490*
YOUNG LAWYER (<35)**	€ 340*	€ 390*	€ 390*	€ 440*
POLISH PARTICIPANTS	€ 160*			
MEMBERS OF THE POZNAN BAR ASSOCIATION	€ 120*			

\* The VAT (23%) can be applied to the amount stated above according to the European Directive 2006/112/CE of November 28, 2006. For more information, please contact the UIA. **If you provide an EU VAT ID number, the VAT will not be charged.**

\*\* Please attach proof of age to the registration form to benefit from young lawyers fee.

## B. SEMINAR SOCIAL ACTIVITIES

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Please indicate below whether you plan to attend the following events **included** in the cost of your registration.

- Welcome Cocktail – Thursday, May 17, 2018  
 Lunch – Friday, May 18, 2018

## C. OPTIONAL ACTIVITY

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(**not included** in the registration fees)

- Optional Dinner – Friday, May 18, 2018

• Please book ..... person(s) for the dinner

€ 50 (Excl. VAT) x ..... / pers

TOTAL (C) (Excl. VAT) € .....

## D. TOTAL

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TOTAL (A) Excl. VAT – Registration Fees € .....

TOTAL (C) Excl. VAT – Optional Activity € .....

TOTAL (A+C) Excl. VAT € .....

VAT if applicable (23%)\* € .....

TOTAL (A + C + VAT) € .....

\* The VAT (23%) can be applied to the amount stated above according to the European Directive 2006/112/CE of November 28, 2006. For more information, please contact the UIA. **If you provide an EU VAT ID number, the VAT will not be charged.**

## E. CANCELLATION CONDITIONS

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I, the Undersigned, confirm that I have read and accepted the **cancellation conditions** as well as the **general conditions** given on page 6 of the registration programme. My registration will only be taken into account on receipt of the payment.

Participants are aware that their image and/or voice may be photographed, recorded or filmed throughout the duration of the seminar. They hereby assign to the UIA, with the signature of this form, the right to exploit, reproduce and disseminate the images and recordings by all means, both known and unknown, using all media, for an unlimited term and free of charge.

## F. METHOD OF PAYMENT

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- By cheque in € payable to the UIA, addressed to: UIA – 20 rue Drouot – 75009 Paris – France  
 By bank transfer in €, without charges to the payee, in favour of the Union Internationale des Avocats, quoting “2018 Poznan Seminar”, to the following bank and account:

**Société Générale – Paris Elysées Entreprise**  
**91 avenue des Champs Elysées – 75008 Paris – France**  
**BIC / SWIFT N°: SOGEFRPP**  
**IBAN: FR76 3000 3033 9200 0503 4165 164**

**Kindly attach a copy of your bank transfer order to your registration form**

- By credit card:       Visa       Mastercard

Card N°: \_\_\_\_\_

Expiry date: \_\_/\_\_/\_\_      3 digits: \_\_\_

Name of card holder: .....

I authorise the Union Internationale des Avocats to debit the above mentioned credit card in the amount of € (EUR) .....

Date: ..... / ..... / .....

Signature: .....