



**2014 Primerus International Conference & EMEA Institute Conference**  
***Legal Management of International Business***  
**Zurich, Switzerland / June 19-21, 2014**

**Thursday, June 19, 2014**

19:30-21:00 **Leadership Dinner (Invitation Only)** (*White Elephant – Marriott Zurich*)

**Friday, June 20, 2014**

8:30-11:00 **International Leadership Business Meeting** (*Pendulum*)

- Welcome - Prof. Dr. Eckart Brödermann - Brödermann Jahn - Hamburg, Germany
- Presides - John C. "Jack" Buchanan, Esq. - Primerus Founder & President - Grand Rapids, MI

11:00-12:00 **Institute Planning Meetings** (*Pendulum*)

- Asia Pacific, LATAM, EMEA and North America
  - Presided by Institute Chair or Designee - 2015 Preliminary Planning Session

12:00-13:30 **Lunch** (*Sächsilüüte*)

13:30-15:00 **Welcome by EMEA Institute Chair** (*Pendulum*)

- Prof. Dr. Eckart Brödermann - Brödermann Jahn - Hamburg, Germany
- **Welcome, Recognition of Primerus Leaders and Opening Remarks**
  - John C. "Jack" Buchanan, Esq. - Primerus Founder & President - Grand Rapids, MI
- **Introduction of Prospective Member Guests**
  - John C. "Jack" Buchanan, Esq. - Primerus Founder & President - Grand Rapids, MI
- **Introduction of Member Attendees**
  - Prof. Dr. Eckart Brödermann - Brödermann Jahn - Hamburg, Germany

15:00-15:10 **Welcome from Zurich Bar Association President** (*Pendulum*)

- Dr. Dominik Vock, LL.M. - MME Partners - Zurich, Switzerland

15:10-15:40 **Global Cities: International Marketing of Metropolitan Areas** (*Pendulum*)

- Lukas Huber, Deputy CEO Greater Zurich Area Ltd.

15:40-16:00 **Break**

16:00-17:00 **General Assembly Business Meeting** (*Pendulum*)

- Welcome - Prof. Dr. Eckart Brödermann - Brödermann Jahn - Hamburg, Germany
- Presides - John C. "Jack" Buchanan, Esq. - Primerus Founder & President - Grand Rapids, MI

18:00 **Meet in Marriott Hotel Lobby** (*transfer to cocktail party and dinner at Adlisberg*)

18:30-19:30 **Cocktail Reception Provided by MME Partners – Zurich, Switzerland** (*Adlisberg*)

20:00 **Dinner** (*Adlisberg*)



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**Saturday, June 21, 2014**

- 8:50-9:00     **Welcome** (*Pendulum*)
- Prof. Dr. Eckart Brödermann - Brödermann Jahn - Hamburg, Germany
- 9:00-10:00    **Keynote: Key Success Factors for Managing International Legal Matters** (*Pendulum*)
- Dr. Jacqueline Janser, LL.M. - School of Management and Law - Zurich University of Applied Sciences - Winterthur, Switzerland
- 10:00-10:30   **Risk Management Presentation** (*Pendulum*)
- Prof. Dr. Eckart Brödermann - Brödermann Jahn - Hamburg, Germany
- 10:30-11:30   **The Client's Perspective Panel** (*Pendulum*)
- Moderator - Carlos Jiménez - 1961 Abogados y Economistas - Barcelona, Spain
  - Dr. Felix Bosse - Bosse Schweizer GmbH & Co KG - Hamburg, Germany
  - Patrick Bradley - Station 12 - London, England
  - Francesc Dominguez - Barton Consultants, Ltd. - Barcelona, Spain
  - Dr. Jacqueline Janser, LL.M. - School of Management and Law - Zurich University of Applied Sciences - Winterthur, Switzerland
- 11:30-11:45   **Break**
- 11:45-12:30   **The Partner's Perspective Panel** (*Pendulum*)
- Moderator - Jonathan Pearce - Marriott Harrison LLP - London, UK
  - Caroline Berube - HJM Asia Law & Co LLC - Guangzhou, China
  - Stan Brading - Krevolin & Horst, LLC - Atlanta, Georgia
  - Felipe Chapula - Cacheaux Cavazos & Newton - Mexico City, Mexico
  - Zsolt Füsthy - Füsthy & Mányai Law Office - Budapest, Hungary
- 12:30-13:00   **Closing Remarks** (*Pendulum*)
- John C. "Jack" Buchanan, Esq. - Primerus Founder & President - Grand Rapids, MI
  - Prof. Dr. Eckart Brödermann - Brödermann Jahn - Hamburg, Germany
- 13:00-14:00   **Lunch on Own**
- 14:00-16:00   **Optional Walking Tour of Old Town Zurich** (*Meet in the Marriott Lobby*)