



**Baker
McKenzie.**



2018 ASIA PACIFIC RISK AND CRISIS MANAGEMENT SYMPOSIUM

Helping Companies Mitigate and Manage Legal,
Business and Regulatory Risks

The Ritz-Carlton, Tokyo | Wednesday, 3 October 2018



ABOUT THE EVENT

2018 Asia Pacific Risk and Crisis Management Symposium

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In today's world, the rapid pace of how information is exchanged and disseminated means news about a particular event can affect an organization's reputation and brand at a frightening speed. Geopolitical events, cyber threats, disruptive innovation, regulatory shifts, legal sanctions and changing demographics represent just a sampling of issues that may trigger significant legal and financial risks and liabilities for an organization.

Join Baker McKenzie partners from across Asia Pacific, alongside guest speakers, as we lead interactive plenary sessions on the following:

- What are the biggest risks that we see businesses in Asia face today?
- How can companies build effective risk and crisis management systems?
- How best to manage a crisis by handling multi-dimensional issues and stakeholder relationships?
- How often should companies assess the vulnerability of their anti-bribery, anti-corruption and compliance protocols? What risks do changing regulations in this arena pose?

The symposium will also feature specialist breakout sessions discussing key risks we see emerging from new market trends and technologies in the e-commerce space, as well as how teams can better identify and plan for transactional risks. Some of the topics that will be addressed include:

- Given the rapid growth of the e-commerce sector, what are the key challenges of competing online?
- What are the key considerations that should be monitored during a due diligence process?
- How can you better allocate risk in deal documents?
- How do you plan for a non-contentious exit?

Understanding your risk is not enough – developing an inventory of responses to your top risks can mean the difference between success and failure. To help bring things to life and share practical best practices, our panel will also talk through a case study of how a company deals with a crisis in the form of a global regulatory investigation, commencing with a dawn raid.

We look forward to having you and your peers join us for an insightful discussion.

AGENDA

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Thursday, 3 October 2018

Helping companies mitigate and manage legal, business and regulatory risks

12:30 pm - 1:15 pm

Lunch, arrival and registration

1:15 pm - 1:30 pm

Welcome address

1:30 pm - 2:30 pm

Plenary 1

Identifying your risks

In this session we will talk through a case study of how a company deals with a crisis in the form of a global regulatory investigation, commencing with a dawn raid. We will consider legal and communication issues and practical challenges that arise from crisis situations, including dealing with social media disruptions and corporate management duties.

2:30 pm - 2:45 pm

Refreshment break

2:45 pm - 4:15 pm

Breakout 1

E-commerce: Mitigate and manage your risks

- Competing in a digital world
- Data privacy and cybersecurity
- Omnichannel environment
- Product safety, liability and recall

2:45 pm - 4:15 pm

Breakout 2

Corporate transactions: Mitigate and manage your risks

- Mitigating your risk - Compliance due diligence in M&A and JVs
- Manage your risk - Indemnities, warranties, audit provisions and terminations rights: how to use them to manage risk effectively
- Examples of what to do when things go wrong

2:45 pm - 4:15 pm

4:15 pm - 4:30 pm

4:30 pm - 5:30 pm

5:30 pm - 6:00 pm

Breakout 3

HealthTech: Mitigate and manage your risks | topics for consideration

- Technological Innovation
- Use of technology: Who are the key stakeholders? Cybersecurity risks and the data protection lifecycle.
- Product liability: Applicable product liability and consumer protection considerations?

Refreshment break

Plenary 2

Managing a crisis

Continuing with the case study introduced in the first session, we will consider each stage of the crisis situation, identify what issues arise, and discuss what the company could have done both in advance of, and at the time of the crisis, to minimize negative impact on the business.

This session will be led by Baker McKenzie lawyers from Singapore, Australia and Japan, who will consider the legal and compliance risks that arise. The panel will be joined by FTI Consulting, experts in communication strategy.

Closing remarks

SPEAKERS

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Yoshiaki Muto

Chair, Asia Pacific Dispute Resolution | Tokyo

Yoshiaki has more than 25 years of experience handling international dispute and compliance matters. He focuses his practice in the areas of domestic and international dispute resolution, including litigation and arbitration, corporate investigation and compliance, and crisis handling. He also regularly advises his clients on corporate transactions and general corporate and commercial matters. Yoshiaki is currently the Chair of Baker McKenzie's Asia Pacific Dispute Resolution Practice Group and also leads the Tokyo office Dispute Resolution Group.



Celeste Ang

Partner | Singapore

Celeste's practice encompasses corporate litigation and arbitration, both domestic and cross-border. Celeste also has significant experience advising clients on compliance and regulatory issues in the context of cross-border investigations. She has advised clients from various industries, such as financial/financial services, energy, oil and gas, healthcare, technology, on compliance and regulatory issues, and assisted them in internal and external investigations (including cross-border investigations) on anti-bribery/anti-corruption, antitrust, tax, customs/export control and fraud issues and incidents. Additionally, she advises clients on a wide range of employment and employment-related issues, with a focus on contentious or potentially contentious issues.



Georgie Farrant

Partner | Sydney

Georgie focuses on commercial disputes, including multijurisdictional disputes, civil and criminal actions relating to financial services and financial products, and internal investigations. She also advises on compliance and regulatory issues such as anti-corruption, anti-money laundering, whistleblowing and regulatory investigations. She currently leads the Firm's Compliance & Investigations team in Australia. Georgie has practiced both in the UK and Australia and her experience includes working for a regulator and working in an in-house compliance team.



Simon Hui

Partner | Shanghai

Simon has in-depth experience in handling compliance/regulatory matters including arbitration, anti-bribery/anti-corruption and unfair competition issues. His extensive experience in compliance & investigation covers a broad range of industries including pharmaceutical, life science, automotive, outsourcing and media. He has conducted complex internal investigations for a large number of multinational companies. He has also performed due diligence/risk assessment and provided training to multinational companies' management and business teams focusing on anti-bribery/anti-corruption issues.

SPEAKERS

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Kensaku Takase

Partner | Tokyo

Kensaku is seasoned in IP work with a particular focus on trademarks, copyright and designs. He has experience dealing with contentious and non-contentious trademarks, passing-off and unfair competition matters, large-scale trademark filing programs, copyright clearances and licensing, copyright and design infringement, international trademark portfolio management, and anti-counterfeiting work. He also concentrates on IT and has been heavily involved in significant IT outsourcing deals.



Kengo Nishigaki

Partner | Tokyo

Kengo's practice focuses on advising Japanese and foreign listed companies on fraud investigations and compliance with anti-corruption laws, including the US Foreign Corrupt Practices Act, the UK Bribery Act and the Unfair Competition Prevention Act of Japan. He also co-chairs the Healthcare Industry Group of Baker & McKenzie Tokyo, and advises not only on anti-bribery issues but also industry-specific regulatory affairs. He also assists major Japanese and foreign-listed companies in litigation and other types of dispute resolution, such as arbitration and mediation.

**Further speaker information to be added.*



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時下ますますご清祥の段、お喜び申し上げます。平素は格別のご高配を賜り厚く御礼申し上げます。

さて、ベーカーマッケンジーでは、来たる10月3日（水）の午後、 **Asia Pacific Risk & Crisis Management Symposium: Simplifying Business in a Complex World** と題し、アジア地域における法的リスクと危機管理対応に関するセミナーを開催させて頂く運びとなりました。

アジア地域においても法制の進化、技術革新、情報伝播のスピードが急速化する中、企業のレピュテーション（評判）やブランド（企業価値）に重大な影響を及ぼしうるリスクは至るところに潜んでいます。地政学的リスク、サイバーセキュリティ上の脅威、破壊的イノベーション、規制の変更や法的制裁、また、人口構成の変化などは、そのリスクを顕在化させる要因の一例にすぎません。

本セミナーでは、危機管理の失敗例を踏まえたケーススタディーを中心としたメインセッションとともに、以下の3分野におけるリスクの予防・軽減と危機事態への対応・管理に関するBreak-outセッションを予定しています。

- **E-commerce/Digital**（電子商取引）
- **HealthTech**（ヘルスケア業界におけるテクノロジー）
- **Corporate transactions**（企業取引）

セミナーご登録の際に、上記からいずれかご希望のセッションをお選びいただき、お申し込みください。

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12:30 pm - 1:15 pm 受付(*簡単な昼食をご準備いたします)

1:15 pm - 1:30 pm 開会のご挨拶

1:30 pm - 2:30 pm 全体セッション① **Identifying Your Risks** / リスクの理解

- ケーススタディ: リスク現実化の事例
- アジア地域における新たなリスク要因: 政府当局による法規制執行の強化、消費者運動の活発化、デジタル技術の破壊的刷新、サイバーセキュリティ法制など

2:30 pm - 2:45 pm コーヒーブレイク

2:45 pm - 4:15 pm 【セッションA】 **Ecommerce/Digital** / 電子商取引

デジタル市場における事業展開がもたらす新たな法的リスク

2:45 pm - 4:15 pm 【セッションB】 **HealthTech** / ヘルスケア・テクノロジー

ウェアラブル端末ほか医療・薬事業界の技術革新がもたらす法的リスク

2:45 pm - 4:15 pm 【セッションC】 **Corporate Transactions** / 企業間取引

- M&A、合併など国際的企業取引におけるコンプライアンス・デューデリジェンス
- 効果的なリスク管理ツール: 補償規定、表明保証、監査権、解約権の活用

4:15 pm - 4:30 pm コーヒーブレイク

4:30 pm - 5:30 pm 全体セッション② **Managing a Crisis** / 危機管理

- ケーススタディ: 危機管理の失敗事例
- 危機発生時に取るべき法的・実務的対応、ソーシャルメディアへの接し方など

5:30 pm - 6:00 pm 閉会のご挨拶

SPEAKERS

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武藤 佳昭

パートナー アジア・パシフィック紛争解決グループチェアマン
東京事務所紛争解決グループリーダー

25年にわたり、国際紛争、コンプライアンス案件を幅広く手がけている。国内外における訴訟・仲裁、社内調査及びコンプライアンス案件の紛争処理、危機管理対応を主に取り扱う。また、取引法、会社法、競争法にも精通している。現在、ペーカーマッケンジーアジアパシフィック紛争解決グループチェアマン兼東京事務所紛争解決グループリーダー。



Celeste Ang

パートナー | シンガポール

国内およびクロスボーダーの企業訴訟・仲裁実務を専門とする。また、国際的な調査にかかる規制／コンプライアンス関連のアドバイザリー業務にも精通する。金融・金融サービス、エネルギー、石油・ガス、ヘルスケア、テクノロジー産業等、様々な産業分野にわたるクライアント企業に対し、規制／コンプライアンス関連のアドバイスを提供するほか、贈賄／汚職防止、独占禁止、租税、関税／輸出規制、不正行為等をめぐる内部／外部調査(国境を跨る調査を含む)に関する法務支援を提供する。また、係争案件を中心に、雇用問題についても包括的なアドバイスを提供する。



Georgie Farrant

パートナー | シドニー

複数の法域に跨る紛争、金融サービス／商品をめぐる民事・刑事訴訟、内部調査等、商事紛争に関わる実務を専門とする。また、汚職防止、マネーロンダリング防止、内部告発、規制当局による調査等、規制／コンプライアンス関連のアドバイスを提供する。現在、当ファームのオーストラリアにおけるコンプライアンス・内部調査チームのリーダーを務める。これまでに英国およびオーストラリアで実務に携わる。規制当局で勤務した経験のほか、企業のコンプライアンスチームで勤務した経験を有する。



Simon Hui

パートナー | 上海

仲裁、贈賄／汚職防止、不正競争問題等、規制／コンプライアンス関連の実務に精通し、医薬、ライフサイエンス、自動車、アウトソーシング、メディア等をはじめ幅広い産業分野にわたる企業にアドバイスを提供する。様々な多国籍企業を代理し、複雑な内部調査に数多く携わる。また、デューデリジェンス／リスク評価の実施のほか、贈賄／汚職防止に向けた経営陣・社員の教育に関する支援も提供する。

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高瀬 健作

パートナー | 東京

知的財産権分野に精通し、特に商標権、著作権、意匠権の案件を中心に扱う。訴訟事件または非訟事件を問わず商標権、詐称通用、不正競争に関わる案件、大規模な商標出願案件、著作権処理や著作権許諾、著作権や意匠権の侵害、国際的な商標ポートフォリオの管理、および偽造防止の案件に携わった経験を有する。IT分野でも経験を積んでおり、ITアウトソーシングの重要案件を多数扱っている。



西垣 建剛

パートナー | 東京

不正調査、および米連邦海外腐敗行為防止法 (FCPA)、英国贈収賄禁止法、日本の不正競争防止法をはじめとする腐敗防止関連法のコンプライアンス等に関して、国内外の上場企業にアドバイスを提供する。ペーカーマッケンジー東京事務所のヘルスケア産業グループの共同代表を務め、贈収賄関連の課題に加えて、同分野に特有の規制事項に関するアドバイスを提供する。また、訴訟手続のほか、仲裁や調停などの裁判外の手段を通じた紛争解決手続に関して、国内外の主要上場企業に支援を提供する。

**Further speaker information to be added.*

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Meeting Agenda

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