

GALA holds sessions on global food advertising, native advertising

At the Global Advertising Lawyers Alliance (GALA), held on 4-5 April 2016 in Chicago, sessions were held on global food advertising and native advertising. With members from Argentina to Zimbabwe, GALA covers more than 90 countries around the world.



'Global Advertising Law Developments - Food Advertising' was moderated by Paula Fernandez Pfizenmaier of PAGBAM IP (Argentina). The panel included Jaime Angeles, Angeles Lugo Lovaton (Dominican Republic), Delia Belciu of Strautlat Albulescu (Romania), Duncan Grehan of Duncan Grehan & Partners (Ireland), Marina Hurtado of Arochi & Lindner (Mexico), Dusan Nitschneider of Nitschneider & Partners (Slovakia), Valdir Rocha of Veirano Advogados (Brazil) and Juan Carlos Uribe of Triana, Uribe & Michelsen (Colombia).

'Global Advertising Law Developments - Sponsored Content', was moderated by Rick Kurnit of Frankfurt Kurnit Klein & Selz. The panel included Catherine Bate of Miller Thomson (Canada), Michel Bejot of Bernard-Hertz-Bejot (France), Joseph Lewczak of Davis & Gilbert (USA), Sharad Vadehra of Kan & Krishme (India) and David Wolberg.

"We are thrilled to have had so many countries in attendance at this year's global meeting," said Stacy Bess, GALA's executive director. "It was particularly exciting to welcome to Chicago our new members Mersan Abogados from Paraguay and Stratulat Albulescu from Romania."

At the conference, GALA members presented a panel on "Global Hot Topics in Advertising Law - A Year in Review." Moderated by Jeffrey A. Greenbaum, global chairman of GALA and managing partner of Frankfurt Kurnit Klein & Selz (US), the panel included Ariela Agosin of Albagli Zaliasnik (Chile), Brenda Wood Kahari of BW Kahari Law Offices (Zimbabwe), Daniel Haije of Hoogenraad & Haak (Netherlands), Peter Le Guay, of Thomson Geer (Australia), and Sharad Vadehra of Kan & Krishme (India).

"As the issues faced by global advertisers become more complex, we were very pleased to be able to bring together this group of experts from around the world in Chicago," said Jeffrey A. Greenbaum, managing partner at Frankfurt Kurnit in New York and GALA's global chairman. "During our educational sessions, we gave insights to advertisers that will help them

market to consumers more effectively in their own countries and across borders.”

The sessions can be viewed on [GALA's YouTube channel](#).

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