



Double seminar

REAL ESTATE – refresh yourself! Transactions of today and tomorrow

DATA PROTECTION – New technologies, new directions, new challenges

17-18 February, 2012

Vienna

A U S T R I A

REAL ESTATE – refresh yourself! Transactions of today and tomorrow

Vienna, the city with the best quality of living in the entire world (Mercer's Survey). The Real Estate team invites you to come and participate in the seminar "REAL ESTATE – refresh yourself! Transactions of today and tomorrow." This event takes place in Vienna – a city also known for its magnificent castles, palaces and architectural works. Thus it's a perfect place to address topics such as green buildings, intelligent housing and other current topics shaping the future of real estate.

The seminar, "REAL ESTATE – refresh yourself!" is especially designed for transactional real estate lawyers and presents a great opportunity for real estate lawyers to learn not only from top-level practitioners and managers in their respective field, but also to get to know the professional and political viewpoints and visions of urban development. Participants will get the rare opportunity and platform to debate and discuss with a representative of the new socialist/green coalition in Vienna who will act as a keynote speaker.

DATA PROTECTION – New technologies, new directions, new challenges

Data protection has been a hot topic that has heated up once again in recent times after hacker attacks and large scale data theft has captured the attention of media worldwide. To meet the current and future challenges in this area, the EU is about to finally amend the over fifteen years old Directive on data protection. However will these amendments be sufficient to keep up with the advances in technologies? And will the expected data breach notification regime render it more future-proof?

Meanwhile new technologies such as social media, RFID's, biometrics and behavioural marketing are becoming part



almost ubiquitous. On a daily basis companies and organizations using and creating these new technologies need to cope with the legal challenges presented by the use and regulation of the use of these technologies. Are they up for the challenge?

All these topics and more will be discussed by experts from several nationalities both from within and without the AIJA. Join the IP committee, these experts and colleagues from all around the world for an exciting seminar in the heart of Europe.

Having a ball in Vienna

These parallel seminars will take place at the height of the Viennese ball season. We are proud to offer an exciting programme that includes attending the Lawyer's Ball and preliminarily dancing lessons to ensure that participants know their waltz or quadrille. As Vienna is a multi cultural city with many facets, we would endeavour to show you Vienna's variety and would invite you also to a tour through and dinner at one of the oldest and most thriving Austrian breweries.

So, save the date – Vienna is waiting for you! We are very much looking forward to welcoming you, and do not forget to bring your evening attire, a smile and dancing shoes!

The Organising Committee

Stefan Artner, Dorda Bruggger Jordis Rechtsanwälte, Austria

Martin Foerster, Graf & Pitkowitz Rechtsanwälte, Austria

Geraldine Marmelstein, Gijs Heutink Advocaten, The Netherlands

Justyna Szpara, Łaszczuk & Partners, Poland

Arpad Gered, BMA Brandstätter Rechtsanwälte, Austria

Steven De Schrijver, Lorenz | International Lawyers, Belgium