



Zurich, January 19, 2017

MINUTES  
of the T.R.A.D.E. Commission Meeting  
held in  
Verona, November 25, 2016  
Hotel Due Torri, Verona

**1. Welcome**

Babak opens the meeting and welcomes all attendees<sup>1</sup>.

**2. Short introduction of the Commission to new members and introduction of the present participants**

Babak presents the Commission. All attendees introduce themselves.

**3. Approval of the minutes dated August 25, 2016 (Annual Congress, Munich)**

The minutes dated August 25, 2016 (Annual Congress, Munich) were approved. Two IP-Commission members share their concerns over “e-commerce” being part of the T.R.A.D.E. Commission’s name. Babak explains that the new commission name was approved by the Executive Committee during the Congress 2016.

**4. First Feedback on the Commission’s activities for the ongoing Conference (“Law in Style – an in-depth look at the fashion and design industry”)**

The sessions are very well attended. The topics were very interesting. Some of the presentations were overlapping.

**5. Feedback on the 2016 Annual Congress (Munich), in particular on the Commission’s workshop “Claims about Claims and Disclaimers – Welcome to the Glamorous World of Advertising”**

Due to the bad slot (Friday morning), the workshop was not well attended. This must be avoided in view of future conferences. We must fight for better slots.

**6. Update on the Commission’s seminar in October 2017 (Bratislava)**

Babak explained again the idea of the seminar (topics for each letter of the Commission’s name). The seminar is planned for October 6 to 8, 2017 [*new date: October 12 to 14, 2017*] and will be organized together with the Labour Commission (double seminar). The OC is still looking for volunteers.

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<sup>1</sup> See Annex for list of attendees.



**7. Update on the concept and the planning of the Commission's activities for the 2017 Annual Congress (Tokyo)**

Moritz informs the meeting that the Transport Commission has agreed to collaborate with the T.R.A.D.E. Commission for the annual congress (current topic: "unmanned transports/distribution", working title is yet to be further specified). Lucas Leite Marques (Transport Commission) and Benedikt Rohrssen (T.R.A.D.E. Commission) are the respective key contact persons. Lucas and Benedikt are currently discussing the organization of the working session. Moritz encourages the attendees to provide ideas/suggestions for such organization.

**8. Presentation of the new concept of the Commission Newsletter and encouragement to send in interesting articles, comments etc.**

Babak explained the new strategy for the Commission's newsletter (new content and regular mailing). To ensure the implementation, the Commission is looking for a Communication Officer.

**9. Further elaborations on the idea of 'International T.R.A.D.E./ Distribution Days' in 2018**

Babak explained again the idea. As next steps, the Commission will liaise with other associations and their respective commissions to discuss possible collaborations.

**10. Ideas for future seminars/workshops/working sessions and other events**

Babak encouraged the attendees to come forward with new ideas.

**11. Encouragement to join the Commission's Social media network on LinkedIn**

Babak encouraged the attendees to join LinkedIn and be active on the platform.

No further points to be discussed, nor raised. Meeting is closed at 2.40 pm.

**The T.R.A.D.E. Presidency**

Babak Tabeshian

Christine Borfiga

Moritz Maurer

## **Annex: List of Attendees**

<b>Name</b>	<b>Country</b>
Babak Tabeshian,	Germany
Moritz Maurer	Switzerland
Christine Borfiga	France
Joyce Pitcher	France
Marika Devaux	France
Olivier Sasserath	Belgium
Alena Litvinova (ELSA)	Belgium
Elena Kadelburger	UK
Alex Watt	UK
Chloe Taylor	UK
Felix Barth	Germany
Benedikt Rohrssen	Germany
Pascal Böhner	Germany
Constanze Emmerich	Germany
Robert Vierling (ELSA)	Germany
Vittorio Zattra	Italy
Manuel Moling	Italy
Marco Lenti	Italy
Daniele Bracchi	Italy
Marco Mellone	Italy
Claudia Caluori	Italy
Francesco Gozzo	Italy
Florence Verbeek	Netherlands
Arpad Gered	Austria
Cristina Hernández-Martí Perez	Spain
Encyeh Seyed Sadr	Iran
Maria Jennerholm	Sweden
Boris Ostroukhov	Russia