

2022 Latin American Regional Meeting

August 18-19 | JW Marriott | Bogotá, Colombia

THURSDAY 18 AUGUST 2022

18.30 – 22.30

COCKTAIL RECEPTION AND CANAPÉS AT THE JW MARRIOTT

Ébano 1 Room – JW Marriott Hotel

Welcome to Bogotá! Please join your colleagues at the JW Marriott for a cocktail reception with typical Colombian canapés and dry martinis based on tropical Colombian fruits.

Attire: Casual Business attire, jacket or blazer is recommended.

FRIDAY 19 AUGUST 2022

BREAKFAST

Hotel Restaurant

Breakfast at your leisure is included in your hotel room rate.

10.00 – 16.00

SPOUSE TOUR

Departing from the JW Marriott Hotel

Spouses are welcome to join this special tour to visit La Candelaria (old town) with striking colonial architecture, churches and the world-famous Gold Museum followed by lunch at Monserrate, one of the top attractions with mountain site seeing of Bogotá.

Attire: Casual attire. Comfortable walking shoes recommended.

9.00 – 16.00

PROGRAM SESSIONS & LUNCH

Ébano 1 Room – JW Marriott Hotel

Attire: Business attire, jacket or blazer is recommended.

9.00 – 9.20

WELCOME COFFEE & REGISTRATION

9.20 – 9.30

WELCOME REMARKS



Juan Pablo Triana

Host Firm Partner

TRIANA, URIBE & MICHELSEN

Bogotá, Colombia

9.30 – 10.20

KEYNOTE PRESENTATION – VALUATION OF IP RIGHTS AND PATENTS

Our Keynote speaker, Fernando Gastelbondo, is a renowned leader in the valuation of trademarks and intangible assets. Mr. Gastelbondo’s presentation will discuss the procedures, obstacles encountered, methodologies and strategies in the valuation of intangible assets, focused in M&A transactions.



Fernando Gastelbondo
President
COMPASSBRANDING
Bogotá, Colombia

FERNANDO GASTELBONDO founded more than twenty years ago his consulting practice through two companies: Compassbranding (www.compassbranding.com) and Compass Porter Novelli (www.compassporternovelli.com). His objective was to help companies measure and increase the value of their brands. The services provided by both firms include the financial valuation of brands and intangibles assets, as well as the design and implementation of communication strategies to consolidate reputations, managing sensitive issues and crisis. He is the author of the study “The most valuable Colombian brands” which has been published in the country’s leading business media for the past 20 years. This study ranks Colombian brands in three categories: services, products, and brand portfolios of economic groups. In November of 2021 he published a similar study on the brands of Colombia’s football teams. He began his professional career in Colombia working for Occidental Petroleum, Exxon and the Ministry of Foreign Affairs.

- The following are his academic credentials:
- Business Strategy Program – Columbia University (NY)
- MBA - Temple University (Filadelfia, PA)
- Economist - Universidad de los Andes (Bogota, Colombia)

He has delivered courses on branding and communications at several of the leading Colombia universities (Andes, Javeriana, Externado and Sabana)

10.20 – 10.40

BREAK

10.40 – 12.10

M&A IN LATIN AMERICA, EUROPE & THE UNITED STATES

After hearing the various jurisdictions present regarding doing M&A in their part of the world, all attendees will have the opportunity to pose questions and discuss items of interest, during this group roundtable discussion. Topics for discussion will include valuation of IP rights and patents, earnouts, down payment and installments, holdbacks vs. escrow accounts in an acquisition transaction.



Fernando Jamarne

Moderator
ALESSANDRI
Santiago, Chile



Eduardo Benavides

BERNINZON & BENAVIDES
Lima, Peru



Michael Lingens

CHARLES RUSSELL SPEECHLYS LLP
London, United Kingdom



Eddy Hayes

LEAKE & ANDERSSON, L.L.P.
New Orleans, Louisiana, USA



Alonso E. Sanchez

FOWLER WHITE BURNETT, P.A.
Miami, Florida, USA

12.10 – 12.30

WHAT'S NEW AT ALFAI HQ



Jessica Zaroski Bauer

ALFA INTERNATIONAL
Chicago, Illinois, USA

- 12.30 – 14.30** **LUNCH**
Tamarine Restaurant – JW Marriott Hotel
- 14.30 – 16.00** **LATIN AMERICAN & CORPORATE TRANSACTIONS BRAINSTORMING SESSION**
Ébano 1 Meeting Room – JW Marriott Hotel
This session will include discussions on the recruitment of new members and current prospects, expanding Latin American coverage by sharing names of cross-border clients, collaborations with other ALFA International Practice Groups, specifically Corporate Transactions, and potential trade association partnerships. This session is intended to be an open forum discussion focused on creating more opportunities for business referrals and collaborations between the Latin American member firms and the Corporate Transactions Working Group.
- 16.30** **BUS DEPARTS FOR THE WINE RECEPTION**
- 16.45 – 18.15** **WINE RECEPTION AT THE OFFICES OF TRIANA, URIBE & MICHELSEN**
Calle 93 B No. 12-48 P. 4
Buses will transport attendees from the hotel to the offices of our Colombian member firm where wine and canapés will be served. After the reception, buses will transport attendees back to the hotel.
Attire: Casual Business attire, jacket or blazer is recommended.
- 18.30** **BUS RETURNS TO THE HOTEL**
- 19.00 – 23.00** **DINNER AT HARRY SASSON**
Harry Sasson - 5-minute walk from the JW Marriott Hotel
Considered one of Latin America’s Top 50 Restaurants, [Harry Sasson](#) blends Latin American, Asian and European flavors. Attendees will enjoy delicious beverages and dishes while connecting with friends during this evening’s meal.
Attire: Casual business attire, jacket or blazer is recommended.

SATURDAY 20 AUGUST 2022

BREAKFAST

Hotel Restaurant

Breakfast at your leisure is included in your hotel room rate.

8.30 – 19.30

OPTIONAL TOUR

Attire: Casual attire. Comfortable walking shoes recommended.

8.30: Bus departs from JW Marriott to Usaquén Train Station

9.15 – 10.45: Train to Zipaquirá.

This all-day tour will begin with a [Turistic Train](#) ride boarding near the JW Marriott to the nearby town of Zipaquirá, an approximately 90-minute journey.

10:45 – 13.00: Tour of the Salt Cathedral

Upon arrival, the group will visit one of the wonders of the world, the [Salt Cathedral](#). 180 meters underground, this beautiful cathedral is carved completely in salt and holds a special majesty like no other.

13.00 – 13.30: Bus to Chía

13.30 – 18.00: Late Lunch & Party at Andrés Carne de Res

Then the group will continue on to the town of Chía, located 30 minutes from Zipaquirá for late lunch and party at [Andrés Carne de Res](#), which is a must-see for any visit to Bogotá. Attendees will experience a once-in-a-lifetime event of lunch, fiesta, and drinks in an exotic setting. This tour is not to be missed!

18.00 – 19.30: Bus Returns to JW Marriott

SUNDAY 21 AUGUST 2022

BREAKFAST

Hotel Restaurant

Breakfast at your leisure is included in your hotel room rate.

DEPARTURE HOME ON YOUR OWN

SPEAKER BIOS

JESSICA ZAROSKI BAUER joined ALFA International (ALFAI) in 2004 as a Coordinator of Events & Member Services. She then worked for several years as a Marketing Manager, Chief Events Officer and Chief Operating Officer. After 17 years with the association, she accepted her current role as Chief Executive Officer. In this position she is the strategic thought leader of the organization, working closely with the Board of Directors and the various ALFAI committees. She manages headquarters staff and maintains constant communication with association members. Jessica oversees the member recruitment, development and retention programs as well as the marketing and business development initiatives for the organization. Prior to joining ALFA International, she worked in the marketing department of the Chicago-based law firm of Gardner, Carton & Douglas, LLP (now Faegre Drinker Biddle & Reath). She is a graduate of the University of Iowa Tippie College of Business (Go Hawkeyes!) and is an avid college football fan. In her spare time Jessica can be found enjoying family time with her husband Harry and her two young daughters, Greta and Vivian.

EDUARDO BENAVIDES is the managing partner and head of the international practice of Berninzon & Benavides, one of the leading international business law firms and ALFA International member in Peru. His areas of practice are Corporate and Trade Law, International Transactions, Mergers and Acquisitions, Foreign Investment and Infrastructure Projects. He speaks fluent Spanish, English and German and has law degrees "Summa Cum Laude" from the Pontificia Universidad Catolica del Peru, Lima and Heidelberg in Germ

EDWARD T. HAYES is a partner at ALFA International member firm Leake & Andersson, L.L.P. where he leads the firm's international trade and business practice. The firm's international trade and business practice focuses on a wide variety of international issues, including customs matters; import/export transactions; international sales of goods and services; disputes under bilateral investment treaties; antidumping and countervailing duty proceedings before the Department of Commerce and International Trade Commission; and World Trade Organization dispute settlement. Mr. Hayes also maintains an active international public policy and government relations practice, where he advises businesses and local governments on international trade capacity and international economic development issues, including the business implications of international multilateral and regional free trade agreements. In January, 2014 the country of Ukraine appointed Mr. Hayes to serve as the Honorary Consul to Ukraine for the State of Louisiana. Mr. Hayes is charged with promoting and preserving the interests of Ukraine and her citizens throughout the State of Louisiana.

FERNANDO JAMARNE joined Alessandri, the ALFA International member firm in Santiago de Chile, as a partner in 2001. His practice covers a wide range of business topics, specialized in business and financial transactions. In addition, he structures international transactions for local and foreign clients, provides advice on company mergers and acquisitions, and has extensive experience in banking legislation and corporate finance. He participated in the privatization process of water companies. Has extensive experience in public bids as well as bond issuance and syndicated loans. Before joining Alessandri Abogados, Mr. Jamarne was the General Counsel of The Chase Manhattan Bank, Chilean Branch Office; was an international advisor to BankBoston in Boston, Massachusetts; worked as lawyer for the World Bank's Central America and the Caribbean Region, in Washington D.C.; and as a lawyer for the Central Bank of Chile's General Counsel's Office. He was a visiting lawyer at Cleary, Gottlieb, Steen & Hamilton in New York in 1986, after obtaining his Master of Laws. Fernando Jamarne is a director in numerous leading companies in the services, communications, insurance and financial industries.

MICHAEL LINGENS is a corporate partner at ALFA International member firm, Charles Russell Speechlys, based in the firm's London office. He advises on corporate and transactional work for public and private companies. Michael is responsible for the firm's offices in continental Europe. He is also a member of the Global Markets Group, which co-ordinates the firm's international activities, as well as the GMG's European and Latin America teams, which manage relationships with law firms in these regions.

2022 Latin American Regional Seminar

ALONSO E. SANCHEZ is a Shareholder in the Tax and Corporate Practice Groups at Fowler White & Burnett's Miami office. Alonso focuses his practice on domestic and international taxation, and corporate transactions. He represents private companies and equity groups in structuring their inbound and outbound operations, and handles domestic and cross-border mergers and acquisitions, taxable and non-taxable corporate and partnership transactions, joint ventures, and other business reorganizations. In addition, Alonso advises multinational high-net-worth families on transactional, tax planning and cross-border matters, and he is a resource on a variety of other tax issues relating to controlled foreign corporations, passive foreign investment companies, foreign investment, and FIRPTA transactions. Alonso earned his J.D. from American University Washington College of Law and his B.S. in Finance from the University of Minnesota Carlson School of Management.

JUAN PABLO TRIANA is Co-Founder and Managing Partner of ALFA International member firm, Triana, Uribe & Michelsen, in Bogotá, Colombia. Juan Pablo manages the corporate department of the firm, with experience in both local and international tax law matters, incorporation of companies, company structuring, transactional issues, due diligence, M&A, tax and business planning, corporate governance and negotiation of commercial contracts. President of the Board of Directors of two companies and member of several more, Juan Pablo has been recognized among his peers for his exceptional negotiating skills when acting for multiple local and international industries in well-known Colombian cases. Furthermore, he is a member of the Colombian Institute of Tax Law (ICDT), the International Bar Association (IBA) and Treasurer of Licensing Executive Society (LES) - Chapter Andean Countries. He graduated as JD from Los Andes University School of Law and holds a Graduate Degree in Tax Law, where he also was an assistant professor on tax law.

GENERAL INFORMATION

MEETING LOCATION:

JW Marriott

Cl. 73 #8-60
Bogotá Colombia
Tel: +57 601 4816000

[Website](#)



REGISTRATION:

You must register yourself and secure hotel reservations through our [REGISTRATION LINK](#).

ATTENDANCE IS OPEN ONLY TO MEMBERS OF ALFA INTERNATIONAL AND THEIR INVITED GUESTS AND IS LIMITED TO AGES 21+.

ATTIRE:

Business attire is recommended (jacket or blazer encouraged, tie optional) for the educational sessions throughout the conference. The dinner activities on Thursday and Friday are business casual. Attire for the spouse tour on Friday and Saturday's optional tour is casual.

SPECIAL ACCOMMODATION

If you need any special accommodations, including a nursing room, special dietary meals, ADA access or other needs, please reach out to ALFA International staff in advance of the meeting. We will ensure that necessary accommodations are provided.

REGIONAL SEMINAR CONTACT:

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Stay connected with ALFA International:

