



FÉDÉRATION INTERNATIONALE DES CONSEILS  
EN PROPRIÉTÉ INTELLECTUELLE

INTERNATIONAL FEDERATION OF  
INTELLECTUAL PROPERTY ATTORNEYS

INTERNATIONALE FEDERATION  
VON PATENTANWÄLTEN



# 12th Open Forum

Munich, Germany, September 8-11, 2010

## **IT IS YOUR OPPORTUNITY**

To listen to and debate with the experts recent international developments in intellectual property protection and their impact on day-to-day practice.

## **OPEN TO ALL**

FICPI members, non-members, intellectual property practitioners, colleagues from industry and official bodies.

# General Information and Recommendations

## DESTINATION

Munich, the capital city of Bavaria, boasts at the same time the splendour of an old royal seat and the vitality of a modern high-tech location, combining various epochs of style into a stunning mix of historical and visionary architecture.

The city owes its structure to the reign of King Ludwig I. Its townscape is marked by broad avenues and the contrast between Classicistic restraint and Baroque profusion.

The downtown area presents a clear, delightful and charming image marked by the distinctive feature of the Frauenkirche church whose towers rise above the roofs of the city. Visitors are quickly captivated by the flair of the old town district, during a tour of the spectacular museums and collections, castles and churches or while strolling through the vast parks.

But daring creativity and innovation have placed new architectural accents all over the city. The world-renowned tent-roof, the landmark of the Olympic Park, enthralled spectators even decades after its construction. The Allianz Arena is regarded as Germany's most beautiful and thrilling soccer stadium. The BMW Welt is a milestone of dynamic architecture.

Equally important is Munich's proverbial quality of life: the tremendous range of leisure activities and the numerous shopping opportunities that exert a magnetic attraction; the exceptional infrastructure and the excellent gastronomy! It is not only the city that is inviting: it is surrounded by the magnificent region of Upper Bavaria with its fascinating natural countryside, mountains and lakes, castles, fortresses and monasteries.

## CLIMATE

Munich is situated near the Bavarian Alps, in the heart of Europe; it is in a temperate climate zone, which means that it never gets too cold in winter, or too hot in summer.

Temperatures in September can vary from lows of 47°F/9°C to highs of 67°F/19°C.

## LANGUAGE and CURRENCY

Official language is German, but English is widely spoken. The currency is the Euro (€).

## POWER CONNECTION

220V (50Hz)

## SCHEDULE OF EVENTS

The 12<sup>th</sup> Open Forum programme will begin with a welcome cocktail at the Bayerischer Hof hotel on Wednesday, September 8 and continue with business meetings on Thursday and Friday: the usual "three streams" format will be intermingled with some special joint and plenary sessions. The closing reception will be held at the fabulous Residenz München on Friday, September 10.

- Accompanying persons' tours are included on Thursday, September 9 and Friday, September 10.
- On Wednesday, September 8, optional visits have been organised for the afternoon.
- On Saturday, September 11, an optional full-day excursion is scheduled.

Detailed meeting schedules and additional information on the social programme are enclosed.

## CONFERENCE VENUE & ACCOMMODATION

The Bayerischer Hof has been chosen as the meeting venue and the main conference hotel: ideally situated in the Old Town district of Munich, it is in direct proximity to the most important sights and shopping opportunities.

Since it first opened in 1841, this traditional Grand Hotel has been prized by its guests - from Queens and Hollywood legends to pop stars - as a leading world-class luxury hotel: it has the stylishness of ambience, the variety of interior design in the rooms and the exclusivity of furnishings to satisfy the most exacting standards.

High above the roofs of Munich, the "Blue Spa" is its crowning glory: with a breathtaking view over the city, the wellness area offers well-being at the highest level: pool, sauna, solarium,

steam bath, sun decks, fitness studio, massage, beauty centre, hair salon.

All the working sessions will take place at the Bayerischer Hof: the FORUM plenary sessions will take place in the imposing Ballroom, with its sparkling art deco design and innovative technology, which is situated at the ground floor of the hotel's main building.

The other meetings will take place in some of the classical function rooms situated in the adjoining (and connecting) Palais Montgelas, which create a special setting with their historic ambience and prized antiques.

The Bayerischer Hof offers a selection of 350 luxurious bedrooms, in six different styles, all equipped with desk, high-speed Internet access via WLAN/LAN, Multimedia TV with several international channels, Pay TV.

## Room rates:

### Bayerischer Hof\*\*\*\*\*

- double room for single use: €327.50 • double room: €376

In addition to the allotment at the Bayerischer Hof our organisers, ENIC, have also secured blocks of rooms in the two following 4-star hotels (both located within walking distance from the conference venue), which have guaranteed for FICPI the best possible rates:

### Excelsior\*\*\*\*

Schützenstrasse 11, Munich

- double room for single use: €174 • double room: €228

### anna\*\*\*\*

Schützenstrasse 1, Munich

- double room for single use: €175 • double room: €195

All above-mentioned prices are per night, inclusive of breakfast, service and VAT.

Note: check-in cannot be guaranteed before 3.00 p.m.; check-out: by 12.00 noon. In order to guarantee an early check-in or late check-out, an additional night has to be reserved and paid.

NB: participants and accompanying persons staying in other hotels will be responsible for their own transport to and from the various FICPI events.

- **Since September is high season, we strongly recommend you to send your registration form and payment as soon as possible to ensure availability, preferably no later than [May, 28, 2010](#).**

NB: At the time of staging this event, the best possible rates were negotiated with the hotels for persons booking accommodation for the FICPI event through our organisers. Rooms will be allocated to participants on a first come/first served basis. It is possible that close to the date of the event even better rates may be proposed elsewhere than through FICPI's organisers, but with no guarantee that rooms at those prices will be available for the entire duration of the FICPI event.

## REGISTRATION

The Registration fee includes the total cost of the working programme, the welcome cocktail on September 8, lunches, coffee breaks and dinners on September 9 and 10, documentation and transfers for social events - which will depart from and return to the Bayerischer Hof hotel. (Please note that transfers within the city centre will be on foot only). The Accompanying Person's fee includes the programme as described below.

Please note: "Accompanying Person" signifies any person or child who will be attending any of the scheduled events.

The fee for the optional half-day visit includes the full cost of the excursion on Wednesday afternoon, September 8. The optional full-day excursion fee includes the full cost of the excursion and lunch on Saturday, September 11.

#### MEETING INFORMATION DESK at the Bayerischer Hof

The Registration and Information Desk will be open on Wednesday, September 8 from 10:00 am to 12:00 noon and from 2:00 pm to 6:00 pm and on Thursday, September 9 from 9:00 am to 12:30 pm.

#### AIRPORT

Munich International Airport is Germany's second largest aviation hub after Frankfurt and the 7<sup>th</sup> largest airport in Europe.

It is part of the Bavarian capital's excellent infrastructure and makes it possible to fly to countries throughout the world and to every continent.

The Airport is located 28 km north-east of Munich and is well connected to the city centre by train, bus or taxi (about 45 minutes ride).

If you wish to arrange for a private transfer please apply to ENIC.

#### TAXIS

There are several taxi stands located throughout the city; at the airport, taxis are stationed in front of the Arrivals terminal.

Some numbers to call for a taxi in Munich: +49 (0)89 21610 or +49 (0)89 19410 or +49 (0)89 450540.

#### FICPI EVENTS TRANSPORTATION

The majority of venues within the centre of Munich can be reached easily on foot; therefore many of the Accompanying Persons' excursions in town will be walking tours.

No bus transfer to and from the Bayerischer Hof will be organised for Delegates and APs staying at the Excelsior or the anna hotels, which are both at about 10 min. walking distance from it.

Bus transfer will NOT be available either for the FORUM Gala Dinner (Sept. 10).

Transportation for the other social events and for the final full-day excursions on Saturday will be by coach, and will be available exclusively for those who make arrangements with our organisers at the hotels that are pre-booked for FICPI (see listing above).

#### DRESS RECOMMENDATIONS

**Working Sessions:** Business attire.

**Tours:** Casual clothing; comfortable walking shoes are highly recommended.

#### Social Programme:

- Opening Reception (September 8): Cocktail attire (ties for gentlemen)
- Informal dinner (September 9): Casual clothing (no tie required)
- Closing dinner (September 10): Business attire\*\*

\*\*Since we will reach this venue on foot, comfortable shoes are strongly recommended. Ladies who should wish to take a pair of elegant shoes, to wear during the evenings, will have at their disposal a cloakroom service.

#### DIETARY REQUIREMENTS

Requests for vegetarian meals can be accommodated as well as other dietary requirements: please direct any special requests to the organisers.

#### LANGUAGES

All working sessions will be held in English.

For the tours, the organisers hope to be able to provide French and German speaking guides as well as English. Please indicate your preference on the booking form. Please note that French and German speaking guides will only be provided if there are sufficient number of persons requesting them.

## 12<sup>th</sup> OPEN FORUM PROVISIONAL PARTICIPANT PROGRAMME

### Wednesday, Sept. 8

10:00 – 12:00	Registration/Information desk
14:00 – 18:00	Registration/Information desk
14:30	OPTIONAL VISIT Meet in Bayerischer Hof (B.H.) lobby (a) "Munich Walking Orientation Tour" Return to hotel
17:30	OR (b) "The Three Pinakotheken" Return to hotel
18:00	Return to hotel
14:00 - 15:30	CET Meeting* - Fuerstensalon (Palais Montgelas, 2 <sup>nd</sup> floor)
15:30 – 17:30	CET group meetings* - rooms tbc
19:30 – 21:00	Welcome cocktail Bayerischer Hof hotel Promenadeplatz 2-6, tel. +49 89 21200

### Thursday, Sept. 9

09:00 – 12:30	Registration/Information desk
09:00 – 10:30	Forum Plenary Session – Ballroom (Hotel main building, ground floor)
10:30 – 11:00	Coffee break
11:00 – 12:30	Forum Plenary Session – Ballroom
12:30 – 14:00	Lunch**
14:00 – 15:30	Forum Sessions – rooms tbc
15:30 – 16:00	Coffee break
16:00 – 17:30	Forum Sessions – Ballroom + Palaishalle + Königssaal (P.M., ground and 2 <sup>nd</sup> floor)
19:30	Meet in the B.H. lobby for departure
20:00	Informal dinner – Löwenbräukeller Nymphenburger Strasse 2 tel.+49 89 54726690
23:00	Return to hotel

### Friday, Sept. 10

09:00 – 10:30	Forum Sessions – Ballroom + Palaishalle + Königssaal
10:30 – 11:00	Coffee break
11:00 – 12:30	Forum Sessions – Ballroom + Palaishalle + Königssaal
12:30 – 14:00	Lunch**
14:00 – 16:00	Forum Sessions – rooms tbc
19:30	Meet in the B.H. lobby for departure
20:00	Final reception – Residenz München Residenzstrasse 1
(from) 00:00	Return to hotel

### Saturday, Sept. 11

09:00	OPTIONAL FULL-DAY EXCURSION Meet in the B.H. lobby for departure Neuschwanstein Castle OR
09:30	Meet in the B.H. lobby for departure Andechs Monastery and Lake Ammersee
17:30/18:00	Return to hotel

\* open to CET members only

\*\*NB: for lunch, FORUM delegates will be split in two groups: one will be accommodated at the 6<sup>th</sup> floor of the hotel, and the other in the Galerie II room, at the mezzanine.

# Working Programme - DAY 1 - Thursday, 9th September

	PATENTS	GENERAL	TRADE MARKS/DOMAIN NAMES/DESIGNS
09:00-10:30	SESSION 1 - Plenary		
	<b>Expert witnesses - the do's and don'ts</b> <p>Expert witness testimony has undergone increasing scrutiny by the courts, and with the rapid up-scaling of high technological inventions, is something that the judiciary is relying upon increasingly. We also see the requirement for experts entering the realm of trademarks with the treatment and interpretation of survey evidence. Once the domain of the lawyers, patent and trademark attorneys are now having to understand and elevate standards in adducing expert evidence in proceedings before the patent and trademark offices around the world. What are important things to be aware of and traps to avoid when dealing with expert witnesses?</p> <p>Moderator: Danny Huntington (US) Speakers: Greg Chambers (AU) Doug Deeth (CA)</p>		
10:30-11:00	COFFEE BREAK		
11:00-12:30	SESSION 2 - Plenary		
	<b>Arbitration and mediation as true alternatives to litigation - the much less formal resolution</b> <p>Over the past five to ten years we have seen an explosion in cost and executive/employee time to support and defend patent litigation, and, to a lesser but still substantial degree, trademark and copyright disputes. There seems to be no bound to the cost of attorneys' fees. Some cases have gone as high as 40 to 60 million dollars (US) in attorneys' fees and seven to twelve years to finally determine the outcome. This is unacceptable for business. ADR (Alternative Dispute Resolution) in the form of arbitration and/or mediation has begun to provide an important link to maintaining the sanity of business relationships. At a multiple of orders of magnitude in greater efficiency and lesser cost, with the right qualified personnel and the proper presentations, the air will most certainly clear in the foreseeable future. FICPI believes in promoting these alternatives and in the following sessions will be presenting information in advanced form for those persons willing to join this revolution. It is a revolution whose time has come.</p> <p>The plenary session will provide its audience with a substantial understanding of the intricacies of each of the two processes. They are very different.</p> <p>Moderator: Maxim Waldbaum (US) Speakers: Prof. Markus Hössle (DE) Michael Leathes IMI (The Hague) Paul Lurie (AAA)</p>		
12:30-14:00	LUNCH		
14:00-15:30	SESSION 3		
	<b>"The same invention or not the same invention": That is the question. But what is the answer?</b> <p>The concept of "the same invention" is central to patent practice: Does this concept differ when questions of novelty, claiming of priority, selection invention, admissible amendments, sufficiency of disclosure and - most recently - questions of double protection are at stake? How is this concept addressed by the patent offices and how does this reflect on the practice at the courts? Does this practice of the patent offices require the patent applicant to include passages of text that are technically unnecessary in order to formally meet the criteria for sufficiency of disclosure but have enough options to amend if necessary (bearing in mind the narrow view taken by some patent offices and courts in interpreting these issues)? How can these issues be handled in practice BEFORE the application is filed, during prosecution and in the course of patent enforcement?</p> <p>One of the most central questions of daily patent practice (as indicated in the title of this session, an almost "Shakespearean question") is critically discussed by our presenters.</p> <p>Moderator: Daniel Alge (AT) Speakers: Dr. Thorsten Bausch (DE) Ingwer Koch (EPO)</p>	<b>Mediation workshop</b> <p>This workshop expands upon the issues discussed in the plenary session with respect to the "mediation" arena of ADR and is intended to have the audience participate in substantial question and answer exploration and exposure of the application of mediation to patent, trademark and design disputes and what they must do for successful outcomes.</p> <p>Speakers: Maxim Waldbaum (US) Erik Wilbers (WIPO) Harry Reinhardt (DE) Michael Leathes IMI Michael Young JAMS Miguel O'Farrell (AR)</p>	
15:30-16:00	COFFEE BREAK		
16:00-17:30	SESSION 4		
	<b>"Da mihi factum, dabo tibi ius": Give me the facts, I'll give you the law! But how?</b> <p>In court proceedings, usually the party that wins is the one which is able to provide the best and convincing proof. To win or to lose in patent enforcement proceedings often depends on the ability to present the decisive proof. Often, however, finding and delivering this decisive proof is difficult, if not impossible. Some jurisdictions offer aggressive means for the plaintiff to gather such proofs even from the other party, for example in discovery or disclosure proceedings. In the EU, the IP-Enforcement Directive was introduced to bring a common standard to the possibilities for gaining evidence. What is the current state of the art in the various jurisdictions and what are the practical issues to be dealt with, especially also in the EU jurisdiction. What are the questions which have not yet been addressed, but can be expected to be addressed by the courts in the near future? Will the rights of defendants be more and more prejudiced in order to find out the truth?</p> <p>In this session, the present and future of the fundamental issue of gaining evidence in patent litigation proceedings is analysed and expanded upon by the presenters.</p> <p>Moderator: tbc Speakers: Barry Graham (US)</p>	<b>Arbitration workshop</b> <p>This workshop expands upon the issues discussed in the plenary session with respect to the "arbitration" arena of ADR and is intended to have the audience participate in substantial question and answer exploration and exposure of arbitration techniques and what should be done to achieve a successful outcome.</p> <p>Speakers: Maxim Waldbaum (US) Erik Wilbers (WIPO) Paul Lurie (AAA) Michael Warneke (US) Japanese presenter tbc</p>	<b>Virtual Design theft - Can It be stopped?</b> <p>Companies spend significant resources to create objects with unique designs and to market these objects consistent with branding strategies. Unbeknownst to many companies, unauthorized parties create and sell accurate digital CAD model files corresponding to these objects. There are many websites that are dedicated solely to the sale of these unauthorized CAD models. Purchasers of these CAD models are using them in video games, movies, and virtual worlds. Can the companies who create and sell the original designs stop the unauthorized sale and use of unauthorized CAD models under the rights afforded by design patent, trademark, or copyright laws? This session will explore what is happening in the virtual world and determine the effectiveness of existing IP laws in this domain. Is there a need for IP reform in this area?</p> <p>Moderator: Andrew Parkes (IE) Speakers: Robert Katz (US) David Musker (GB)</p>

# Friday, 10th September - DAY 2 - Working Programme

	PATENTS	GENERAL	TRADE MARKS/DOMAIN NAMES/DESIGNS
09:00-10:30	SESSION 5		
	<p><b>“The Language of Claims”: the secrets and shallows of claim interpretation</b></p> <p>Not only Article 69 EPC and its Protocol require mandatory interpretation of the patent claims in view of the specification by the person skilled in the art. In the US, a special (pretrial) stage of proceedings, the “Markman” hearing, is reserved for claim interpretation and often this hearing is crucial to the final decision. In virtually any patent system, the translation of the claim from the “Patentish” language into the “Technish” language by the “person skilled in the art” is one of the most critical steps in infringement proceedings. This issue is also pertinent in day-to-day work, beginning with “Freedom-to-operate” analyses and leading to questions of prior use and equivalence. Often, another translation is necessary: from “Technical English” to “real English” or any other language concerned (e.g. the language of the court).</p> <p>The panel will shed light on these - almost Babylonian-styled - secrets and shallows of claim interpretation, clarifying the standards and recommendations in this key issue for each practitioner. The session also highlights the practical differences and “Caveats” in the major jurisdictions and ways to proactively prevent pitfalls in multinational jurisdictions.</p> <p>Moderator: Eric le Forestier (FR) Speakers: tbc</p>	<p><b>Mentoring - What exactly is it and how does one go about doing it?</b></p> <p>Mentoring is a proven, cost-effective process to train, motivate and retain professional talent. Firms with mentoring cultures attract the best talent. Mentors in those firms provide guidance, wisdom and inspiration that turn that talent into highly skilled and engaged professionals. In this session, you will learn how to use mentoring as a win-win strategy, to benefit both your firm and the IP professionals who work there.</p> <p>Moderator: Frank Barendregt (NL) Speakers: Ida Abbott (US) Alain Leclerc (CA)</p>	<p><b>Review of European Trade Mark System</b></p> <p>The European Commission recently charged the Max Planck Institute with the task of exploring links between the Community Trade Mark system and the national trade mark systems in Europe. The Institute was also asked to analyse the functioning of the Community Trade Mark regime and the OHIM. The Max Planck Institute began by conducting a survey on the workings of OHIM and national offices. This session will comprise a consideration of the work, to date, of the Institute including the emerging themes tabled for further discussion. In particular, speakers will assess the merits of reopening debate surrounding substantive examination of prior trade mark rights before the grant of a new registration.</p> <p>Moderator: Elia Sugranes (ES) Speakers: Annette Kur (Max Planck Institute) Speaker from OHIM Gary Krugman (US)</p>
10:30-11:00	COFFEE BREAK		
11:00-12:30	SESSION 6		
	<p><b>“In re Bilski and the Brimelow questions (G3/08)”: What is patentable?</b></p> <p>On both sides of the Atlantic, ground-breaking decisions have been made by the leading courts responsible for questions of patentability. Both decisions - the Bilski case in the US and the G3/08 for the European system - deal with the patentability of business methods and computer programs. However, the questions analysed in these cases go much deeper: What is the nature of a patentable invention: does it have to be “technical” in the widest sense? Or is it necessary to expand the role of the patent system in order to fulfil its task to promote and reward innovation? What is the danger of enlarging the field of patentable inventions? Is there a danger at all? What will be the practical impact of these decisions on the day-to-day practice?</p> <p>In this session, not only the fundamental or even philosophical questions concerning the role of the patent system are illuminated, but also the consequences of these decisions for the practitioner on how the filing, prosecution and enforcement strategy for such inventions will or should change. The panel also deals with the question as to how other types of inventions than software or business methods are affected by these decisions.</p> <p>Moderator: Alexander Esslinger (DE) Speakers: J Michael Jakes (US) Stephen Krouzecky (AU)</p>	<p><b>Engagement letters and effective communication</b></p> <p>Effective communication with clients and foreign associates is essential to a successful practice. Elements that should appear in an engagement letter and how to develop a successful relationship with a new client will be discussed, including how to assist clients in retaining counsel in other countries. For example, how do you address the provision in some letters asking for an advance waiver of conflicts? Clear and regular communication with clients and foreign associates is essential to continuing the relationship. Recommended letters that promote that communication will be offered.</p> <p>Moderator: Bill Schuurman (US) Speakers: Leo Jessen (NL)</p>	<p><b>New Marks – Old Laws</b></p> <p>Successful branding is no longer limited to a word or design mark applied to the surface of products or packaging. This session will explore some aspects of non-traditional marks including product 3-D configuration as it relates to today’s popular consumer goods. During this multi-jurisdictional presentation, speakers will not only consider 3-D marks but motion marks, including moving icons, and other marks associated with consumer electronics. Speakers will consider what protection is available today and what we might expect to see in the future.</p> <p>Moderator: Coleen Morrison (CA) Speakers: Ho-Hyun Nahm (KR) Toni Ashton (CA)</p>
12:30-14:00	LUNCH		
14:00-16:00	SESSION 7		
	<p><b>“Infringement of claims”: the Doctrine of Equivalents and related issues</b></p> <p>With respect to the “Doctrine of Equivalents”, the US has moved from “Grover Tank” to “Hilton Davis” to finally face the dead end street of “Festo”. Even a “reverse doctrine of equivalents” has been invented by the US. The “Epilady” cases are usually cited to show the difficulties and legal diversity in questions of equivalents, especially in Europe where the European Patent System was expected to bring the systems into harmony with each other. In Japan, the “Ball Spline Bearing” case provided clear rules for applying equivalents questions. Despite these precedents, the question of equivalents is paramount (and in each case open) in a major number of patent infringement cases and therefore important as ever for the attorney dealing with patent infringement.</p> <p>In this session, top experts will analyse the legal and technical philosophy behind patent equivalents and explain the impact of this philosophy on patent litigation in general. The panel postulates whether there is indeed a “dead end street” for equivalents in the US after “Festo” and a chance of harmony with respect to equivalents not only in Europe, but world-wide.</p> <p>Moderator: Jürgen Schmidtchen (DE) Speakers: Judge Prof. Meier-Beck (DE) Judge Michel (US) Chief Judge Tsukuhara (JP)</p>		<p><b>TLDs - enforcement of rights</b></p> <p>The world of Internet domain names is about to expand dramatically. Today’s 20 generic top level domains, such as .com, .net and .org will shortly be joined by perhaps more than 200 new ones. At the same time, it will be possible to register domain names in almost all local languages. Although this is an exciting time for Internet users and businesses all over the world, it also increases the risks for trademark owners and calls for new systems for enforcement.</p> <p>The panel will explain the present situation, what is going on in Cyberspace, with a view to advising on how one should re-organize domain name policies in preparation for the near future.</p> <p>Moderator: Petter Rindforth (SE) Speakers: Gabriel Leonardos (BR) tbc</p>

## 12<sup>th</sup> OPEN FORUM PROVISIONAL ACCOMPANYING PERSONS PROGRAMME

### Wednesday, Sept. 8

10:00 - 12:00	Registration/Information desk
14:00 - 18:00	Registration/Information desk
14:30	OPTIONAL VISIT Meet in the Bayerischer Hof (B.H.) lobby for departure
17:30	option a) Munich Walking Orientation Tour Return to hotel OR option b) The Three Pinakotheken Return to hotel
18:00	Welcome cocktail - Bayerischer Hof hotel Promenadeplatz 2-6 tel. +49 89 21200

### Thursday, Sept. 9

09:00 - 12:30	Registration/Information desk
09:30	Meet in the B.H. lobby for tour departure Nymphenburg Palace, including the Porcelain Museum, followed by lunch Return to hotels
15:30	Meet in B.H. the lobby for departure
19:30	Informal dinner - Löwenbräukeller Nymphenburger Strasse 2 tel. +49 89 54726690
20:00	Return to hotel
23:00	Return to hotel

### Friday, Sept. 10

09:30	Meet in the B.H. lobby for tour departure Munich's Architecture, followed by lunch Return to hotel
15:30	Meet in the B.H. lobby for departure
19:30	Final reception - Residenz München Residenzstrasse 1
20:00	Return to hotel
(from) 00:00	Return to hotel

### Saturday, Sept. 11

09:00	OPTIONAL FULL-DAY EXCURSION Meet in the B.H. lobby for departure Neuschwanstein Castle OR Meet in the B.H. lobby for departure Andechs Monastery and Lake Ammersee
09:30	Return to hotel
17:30/18:00	Return to hotel

### SPECIAL DISCOUNTS for FICPI 12<sup>th</sup> OPEN FORUM

FICPI is pleased to offer special discounts from the FORUM delegate fee for all persons attending their first FICPI FORUM and to members of firms or organisations sending two or more representatives to the FORUM.

#### Please note the following conditions that apply:

- For all persons attending their first FICPI FORUM, a special "1<sup>st</sup> time attendee" discount of €150 is applicable. This discount is not applicable to EXCO delegates. In claiming this discount, delegates self-certify that they have not previously attended a FICPI FORUM or SYMPOSIUM. The organisers reserve the right to check this.
- For the second or subsequent member of a firm or organisation sending more than one representative to the FORUM, a special "2<sup>nd</sup>/subsequent firm representative" discount of €150 is applicable to the second or subsequent registration; the discount is not applicable to the first representative of the firm or organisation at the FORUM.
- Only one discount may be claimed for an individual registration. The 1<sup>st</sup> time attendee and 2<sup>nd</sup>/subsequent firm representative discounts may not be accumulated.
- All discounts and other special rates are applicable only at the discretion of FICPI and the organisers. Discounts may be withdrawn at FICPI sole discretion, and no reasons for such withdrawal need be given.

## SEPTEMBER 8

2:30 pm

### POST-EXCO/PRE-FORUM OPTIONAL TOUR

#### option a) Munich Walking Orientation tour

#### option b) The Three Pinakotheken

Meeting point: main lobby. On foot.

Return: Option a) 5:30 pm, Option b) 6 pm

Option a) Probably the best way to discover the city is a **guided walking tour**: whilst passing by the most important sights, you will certainly discover a thing or two that will surprise you!

Apart from the Oktoberfest, Munich is famous for its Frauenkirche: its two onion-domed spires are particularly striking from far away. Today, the cathedral and the town hall (Rathaus) are the centre of attraction for thousands of visitors every year. The two buildings dominate the city centre as there is a restriction on building any structure over 100 metres in height.

After a visit of the famous Frauenkirche, we will pass by lively squares like the Promenadeplatz, Max-Joseph Platz and Odeonsplatz, with their numerous cafés. We will experience the history of the former concert hall Odeon whilst watching the locals drinking coffee at the famous Tambosi café.

The tour will then go on to the Alter Hof (Old Court), the former imperial residence of Louis IV, Holy Roman Emperor. The building, which was almost completely destroyed during WW-II, consists of five units that have been reconstructed in 1950.

Not to be missed is a visit of the Platzl square in the old town. All buildings here are said to have their own story. Besides the famous Hofbräuhaus, you will see Alfons Schuhbeck's gourmet restaurant and the Alte Münze, where money was minted since 1620.

Option b) **The three Pinakotheken** are a real paradise for all art lovers!

As a world-class painting gallery, the Old Pinakothek is a place where spectacular exhibitions of European painting from the Middle Ages to the 18<sup>th</sup> century are shown.

The New Pinakothek distinguishes with an overview of European art from classicism to art nouveau. Temporary exhibitions offer an additional outlook on the 19<sup>th</sup> century.

With four major museums presenting art, works on paper, architecture and design under one roof, the Pinakothek of Modern Art is one of the world's greatest collections of the 20<sup>th</sup> and 21<sup>st</sup> century art.

Temporary exhibits and events from various cultural domains complete the exclusive programme.

Join a guided tour through the three Pinakotheken with the theme: "Portraits, mirrors of the character?" Art experts will explain and analyse portraits ranging from old masterpieces to modern art.

- Please indicate your choice on the registration form!

7:30 pm

### Welcome cocktail

Bayerischer Hof hotel

Promenadeplatz 2-6, tel. +49 89 21200

The FICPI 12<sup>th</sup> Open Forum welcome cocktail reception will be held at the Bayerischer Hof hotel. The splendid area at the ground floor will be reserved for FICPI guests exclusively!

You will be particularly impressed by the Atrium - real centrepiece of the hotel - with its coloured glass dome which rises above the marble floor, and by the falks' Bar located in the mirrored hall (the only part of the old Bayerischer Hof to escape the WWII bombs), historically protected from 1839, in the centre of which a bar of steel and glass today contrasts with the historical setting.

## SEPTEMBER 9

9:30 am

### GUIDED TOUR

#### Nymphenburg Palace, including the Porcelain Museum

Meeting point: main lobby. By bus.

Only 6 km from Munich centre you will find a formidable castle! **Nymphenburg Palace** together with its park used to be the summer residence of the monarchs of Bavaria and is one of the biggest castles in Europe nowadays.

# Event and Tour Descriptions

The highlight of a guided tour through the palace is certainly the rococo Stone Hall with its ceiling frescoes by Johann Baptist Zimmermann and decorations by François de Cuvilliers. Besides the Stone Hall you will see the "Gallery of Beauties, a collection of 36 portraits of the most beautiful women from the nobility and the middle classes of Munich, painted between 1827 and 1850. **The Porcelain Museum** contains the Bäuml collection, which documents the development of the Manufactory from its foundation in 1747 by Elector Max III Joseph until ca. 1920. It includes works by the most important master of porcelain sculpture in the 18<sup>th</sup> century, Franz Anton Bustelli. Lunch will be served in the restaurant located in the Palm House inside the beautiful Palace garden.

**7:30 pm**

**Informal dinner – Löwenbräukeller**  
Nymphenburger Strasse 2, tel. +49 89 54726690  
**Meeting point: main lobby. Transfer by bus.**

Bavarian, traditional, and very much alive: this is the Löwenbräukeller, the restaurant and beer garden annex to the massive Löwenbräu brewery in Munich. This is the perfect venue to enjoy an evening in a true Bavarian atmosphere, but still celebrate in style! The Forum informal dinner will be held in its spacious festive hall: table decoration will be arranged in a traditional Bavarian flair and personnel will serve in traditional dresses. Come attired in lederhosen, if you dare!

## SEPTEMBER 10

**9:30 am**

**GUIDED TOUR**  
**Munich's Architecture**  
**Meeting point: main lobby. On foot and by bus.**

This tour of Munich's fabulously varied architecture ancient and modern will enlighten and fascinate you. During the first part of the tour, we will discover all architectural highlights by motor coach. We will head initially towards Königsplatz. The square was designed at the command of Crown Prince Ludwig of Bavaria by Karl Fischer and laid out by Leo von Klenze, who framed the square with the Ionic Glyptothek and the Doric Propylae. The historic Lenbachhaus is situated at the north-west side of the square. From there, we will continue along the majestic Leopoldstrasse where we will see the Siegestor (Triumphal Arch), the walking man"statue (symbol of Munich's insurance company Münchener Rück) as well as the beautiful university buildings close to the English Garden. From here we will proceed on to BMW Welt with its ultra-modern architecture, its museum building and iconic headquarters, the four-cylinder building. In this area we will also have the chance to see the adjacent Olympic Park with its interesting stadium architecture and the Olympic Tower. After lunch, which is scheduled around 12:30, our tour will continue on foot, so we can admire the façades of the Brandhorst Museum and the Pinakotheken, the façade of which resembles an abstract painting and draws attention to the building's function as an art museum. On our way back to Bayerischer Hof, we will also pass Karolinen square and the Bavarian Stock Exchange.

**7:30 pm**

**Final reception – Residenz München**  
Residenzstrasse 1  
**Meeting point: main lobby. Transfer on foot.**

The Munich Residenz served as the seat of government and residence of the Bavarian dukes, electors and kings from 1508 to 1918. What began in 1385 as a castle at the north-eastern corner of the town was transformed over the centuries into a magnificent palace, its buildings and gardens extending further and further into the town. The FICPI 12<sup>th</sup> Open Forum gala dinner will be served in the wonderful Kaisersaal (Emperor's Hall) and in the adjoining Vierschimmelsaal. When it was built by Duke Maximilian I in the early seventeenth century, the Kaisersaal was the largest and most important room for festivities in the Residenz. The ceiling is decorated with an extensive cycle of paintings by Peter Candid and members of his workshop. The Vierschimmelsaal was where the Emperor took his meals when staying in the Residenz. He dined here in the company of the highest-ranking members of his court.

## SEPTEMBER 11

### FULL-DAY EXCURSION – OPTIONAL

For the optional full-day excursion scheduled on Saturday 11 we offer two different itineraries; both destinations are very interesting and well worth a visit. The Saturday excursions will give delegates further excellent opportunities for networking with other delegates and to discuss matters of mutual interest.

**9:00 am**

**A) Neuschwanstein Castle**  
**Limited to a maximum of 110 participants.**  
**Meeting point: main lobby. By private coach.**

About 1 1/2 - 2 hours drive by motor coach from Munich, the Neuschwanstein castle is certainly worth the longer journey time and stands out amidst the impressive and idyllic setting of a beautiful landscape. Today the castle of the fairy-tale king is one of the most popular among all the palaces and castles in Europe and it is definitely a must for all those who haven't been in Germany before. Neuschwanstein illustrates the ideals and longings of Ludwig II more vividly than any of his other buildings. The castle was not designed for royal representation, but as a place of retreat. Here Ludwig II escaped into a dream world - the poetic world of the Middle Ages. Once you arrive at Hohenschwangau, a 30 minutes walk through a peaceful and verdant forest will take you to the castle entrance. Once inside, a guided tour will introduce you to a wealth of German history. After lunch, on your way back home, you will stop at the famous Wies Church, where rococo art reached a unique perfection. This masterpiece was given international recognition a few years ago, when it was inscribed by UNESCO as a cultural site on the World Heritage List. **NB: please note that, since buses cannot reach the entrance of the castle, a 30-minute walk uphill is necessary. We strongly recommend that you wear comfortable shoes!!**

**9:30 am**

**B) Andechs Monastery and Lake Ammersee**  
**Limited to a maximum of 120 participants.**  
**Meeting point: main lobby. By private coach.**

Located on the Holy Mountain above the eastern shore of Lake Ammersee, in the middle of Upper Bavaria's Five-Lakes Region, Andechs Monastery is easily visible from far away. It can be reached in less than one hour by motor coach from Munich and is therefore suitable for those who prefer a shorter journey time. This Benedictine Monastery, which was founded by Duke Albrecht III in 1455, has been a cherished destination for pilgrims for more than half a millennium. It attracts visitors from around the world with its rich cultural offerings in the representational environs of the Fürstentrakt and the Florian Stadl multi-purpose hall, but also with its famous brewery! Join a guided historical tour through the abbey and learn all about the traditional way of life of the monks and the history of the ancient building. After lunch, we will go on a steamboat cruise on beautiful Lake Ammersee: with a length of 16km and a width of 6km, it is one of the three largest lakes in Bavaria. The boat tour will last approximately 1 1/2 hours and will take you to the southern villages of Diessen and Riederau.

- **Please indicate your choice on the registration form!**
- **NOTE: the programme of the various tours may slightly change for logistical reasons.**

## Administration

**CONFERENCE HOTEL:** Hotel BAYERISCHER HOF  
Promenadeplatz 2-6  
80333 Munich, GERMANY

### FEES & PAYMENT in EURO (€)

Fees are indicated on the registration form and are to be paid in advance. Forms received without payment will NOT be processed.

### CANCELLATION, REFUND & SUBSTITUTION CONDITIONS

All cancellations should be requested to ENIC in writing.

**FORUM registration fee refunds** will be made as follows:

- up to May 28, 2010, 100% of registration fees will be refunded
- between May 29 and July 31, 50% of registration fees will be refunded
- after July 31, registrations are considered final and no refunds can be made

Substitutions may be made at any time, against a handling charge of €50.

Please note that FICPI is not responsible for cancellation of attendance at the Forum for any personal reason, and no exceptions to the refund policies set forth herein will be made. You are therefore recommended to check your personal travel insurance in case you need to cancel your attendance at the meeting for any unforeseeable reason.

### FORUM hotel room cancellation policy:

- for cancellations received by May 28, 2010, your deposit will be refunded
- for cancellations received between May 29 and August 15, your deposit will NOT be refunded
- for cancellations received after August 15, and in case of no-show, the hotel will apply a penalty of 100% of the amount of the whole stay
- your deposit will guarantee the first night of your stay; should you fail to show up, the deposit will not be transferred onto the second night and your reservation will not be guaranteed any more
- early departures will be charged in full

All refunds will be made less €50 handling charge and will be paid back AFTER the meeting.

### HOTEL ACCOMMODATION

ENIC will reserve your hotel accommodation upon receipt of your deposit, and full hotel details will be sent to you with your Registration Confirmation.

One night's deposit is required upon booking. A signed authorisation for the hotel to charge your credit card in case of late cancellations (after August 15) - such as rooms cancelled, cancelled nights and no-shows - is also required; **please note that without this authorisation your accommodation CANNOT be guaranteed.** This authorisation will be forwarded to you, for signing, with your confirmation.

The balance of your stay - after deducting the first night's deposit - should be paid directly to the hotel upon departure, together with any extras.

• **All changes to hotel reservations must be requested in writing to ENIC; please do NOT contact the hotels directly.**

### DISCLAIMER

All reasonable endeavours will be made to hold the 12<sup>th</sup> Open Forum and to present the printed programme as scheduled under circumstances which assure the comfort and safety of the attendees. However, neither FICPI, nor the organisers nor any of its or their representatives or agents shall have any liability to any person as a result of any cancellation of the meeting or any of the arrangements, programmes, or plans connected therewith or any loss, injury, damage or inconvenience which may be suffered by any person while travelling to or from, or during such person's presence in Germany in connection with the meeting. Participants are advised to consider procuring their own insurance against any such occurrences.



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In order to secure reservations please send  
us your form and payment preferably

**NO LATER THAN May 28, 2010**

### FORUM ORGANISERS

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