

GALA to hold advertising law seminar in Buenos Aires

The Global Advertising Lawyers Alliance announced an international advertising law seminar to take place in Buenos Aires on 2 December 2016. The seminar is co-sponsored by GALA and PAGBAM IP the Argentinian GALA representative.



"We are so pleased to bring together a group of leading advertising law experts from Argentina and throughout the Americas to address important issues affecting advertisers," said Paula G. Fernandez Pfizenmaier, special counsel of PAGBAM IP.

Speakers

- Ariela Agosin, GALA Americas regional president & partner, Albagli Zaliasnik (Chile)
- Juan Pablo Alvarado, VP & general counsel, Despegar.com
- Jose Antonio Arochi, senior associate, Arochi & Lindner (Mexico)
- Francisco Barreto, VP, general counsel & corporate affairs, DIRECTV Argentina S.A.
- Catherine Bate, partner, Miller Thomson LLP (Canada)
- Luis Ibarra Garcia, president & VP Emeritus, CONARP (Argentina)
- Jeffrey A. Greenbaum, GALA chairman & managing partner, Frankfurt Kurnit Klein & Selz (United States)
- Julio Lago, partner, PAGBAM IP (Argentina)
- Pablo Sanchez Liste, CCO/CMO, corporate strategic communication, public affairs, sustainability & marketing director, L'Oreal Argentina
- Mariano Luna - Legal marketing global director, Genomma Lab
- Gabriel Maloneay, president, Asociation de Agencias de Publicidad & CEO, Cravero S.A.
- Heber Martinez, director, ENACOM
- Agustin Mayer, partner, Ferrere Abogados
- Brian Murphy, partner, Frankfurt Kurnit Klein & Selz (United States)
- Philip Perez, president, Camara Argentina de Anunciantes
- Paula Fernandez Pfizenmaier, special counsel, PAGBAM IP (Argentina)
- Valdir Rocha, partner, Veirano Advogados (Brazil)

"This seminar will explore critical advertising law issues that every marketer must be aware of when marketing throughout the Americas," said Jeffrey A. Greenbaum, GALA chairman and managing partner of Frankfurt Kurnit Klein & Selz in New York.

To view the program, [click here](#).