On 15th of November, 2017, there was calm after the storm. Right from the moment of conceptualization, up to the moment that the gates were actually thrown open to the speakers and the delegates, the team worked tirelessly and at fearsome pace to set up the conference. Events 4 Sure excels under pressure and it proved its credentials once again. The international conference received the perfect start with a seamless registration process. The registration desk, manned by the Events 4 Sure on-site team, made sure that the participating delegates were registered without much ado and in no time were seated to embark on the journey along with the speakers for the event. The tired for sure, yet forever smiling and courteous. This dedicated lot ensured that the delegates received all the information regarding the one-day event and the pre-designed delegate kits to help them acclimatize with the details of the event.

With the onus of hosting this event and making it a grand success, we kick-started it with an introductory session. All our participants introduced themselves briefly, thus breaking the ice and getting to know the who’s who of the industry. This short yet effective session helped one and all to ease in a seemingly new environment!
In Hall A, the topic of discussion was "Worldwide Patent Perspectives: Software, SEPs, and the future of Patent Litigation; Cloud Technology Adoption Among IP Lawyers". The discussion revolved around the need and changing Patent system in ME & Europe, while focusing on top concerns hindering cloud technology adoption among IP lawyers such as security and privacy of data, migration costs, and loss of physical controls. Hall B, on the other hand was resonated with the participants' thoughts and ideas regarding "The Tech-Enabled legal Department.

Given the fact that both topics are highly relevant in the present time and situation, the discussions witnessed extreme enthusiasm and wholehearted participation of all delegates present there. Following the panel discussion, the Legal ConfEx Dubai proceeded forward with certain case study presentations as well as a few more panel discussions.

THE KEYNOTE

The keynote was spurred by the very exuberant Mr. Mark Beer, Chief Executive, DIFC Dispute Resolution Authority, UAE. It was Ms. Joanne Fischlin, Senior Attorney Manager, Head of Corporate, External and Legal Affairs, from Gulf Microsoft Corporation, UAE, Ms. Pavani Reddy, Managing Partner, Zaiwalla & Co., UK and Ms. Gladys Daniel, Attorney, Daniel and Gladys Advocates, India, who graced the dais alongside Mr. Mark Beer. All of these eminent speakers took this opportunity to express their profound thoughts and views on the subject of ‘People Still Matter in IP & Legal World: Ensuring Your Teams are Communicating, Collaborating and Sharing Knowledge’, and eventually captured the imagination of one and all present in the hall. The speakers were impressively communicative in nature, and obliged the keen audience by answering all the questions raised while also ensuring that they offer them some insights on the subject based on their varied experiences in the field. All in all, it was just the perfect start to the day, which would eventually widen the horizon of each and every participant in an unmatched way. The Legal and IP ConfEx Dubai started off in a stunning way, with plentiful participants pouring in to soak in the immense pool of knowledge. Events 4 Sure’s on-site team ensured that everyone was seated properly, and ushered the participants as and when needed. The subject taken up for the session proved to be of immense interest for the audience considering the fact that the challenges need to be dealt with at the earliest possible and in the most efficient manner for the legal/IP framework to prove to be of vital support to the corporate leadership.

CROSSROADS

Thanks to the thought-provoking keynote session, the participating delegates wanted a moment to ponder on it all, while sipping on some freshly brewed tea and coffee. This much needed break, was targeted at informal meeting with exhibitors. The delegates made the most of this welcome opportunity. After this short recess, the delegates were then left free to attend the panel discussions of their choice.
Much to the delight of all participants at the session, a wide range of questions were debated and discussed upon, ranging from ‘General Counsel as Risk Manager’, ‘When business becomes a crime’, ‘Preparing for a Social media crisis’, ‘Insights to better manage or avoid cross-border disputes’, and ‘Keeping pace with changing regulatory landscape’. Everybody chipped in with their queries and opinions, and the conference reached its perfect crescendo!

After some hard core brainstorming on various aspects that have and will continue to have a great impact on the legal framework of Dubai and elsewhere, it was now time for everyone present at the event to satiate their hunger pangs. And as always and Food and Beverage Management team was well-prepared for this. We laid out a grand lunch and a sumptuous one at that. While refueling their systems, our delegates did not miss the opportunity to have a tête-à-tête with the key members of the industry who were also a part of this event. Several visiting cards exchanged hands, and key alliances were made, all thanks to the large, unmatched platform that this event offered! The post lunch sessions also witnessed some highly intriguing panel discussions and impeccable master classes conducted by the best in the industry, thus making the Legal ConfEx Dubai, an affair to remember.

‘Unconference – Where Everyone Speaks!!’ was the topic designated for the Strategic Round Table discussion. The Strategic Round Table has been the mainstay of all previous ConfExes organized by Events 4 Sure. The 39th Global legal and IP ConfEx was no different with the trend, focusing on ‘Asia: The Legal Hub Where In-House Counsel Can Foster Business Growth; How?’ This special leadership discussion was aimed at connecting important communities from the global legal ecosystem: in-house legal departments, law firms, governments, associations and solution providers. The highly interactive session acted as a forum for all the legal stakeholders to discuss and deliberate the myriad and diverse issues they face today, and to find common ground and potential collaborative solutions to overcome challenges and leverage opportunities.

NETWORKING PARTNERS:
TEA & LUNCHEON

STRATEGIC ROUND TABLE / UNCONFERENCE

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CONCLUSION

The Legal and IP ConfEx Dubai, helped the Events 4 Sure team realize yet another dream, and the befitting ending only acted as an icing on the cake. We’re pretty sure that right from our participants to our esteemed speakers and our ensuring sponsors everyone enjoyed this event to their hearts content and took their share of some knowledgeable bites from it. And while they’re always at the backstage, we do acknowledge and appreciate the efforts put in by the umpteen numbers of members of the Events 4 Sure team for their whole-hearted dedication towards making this conference the grand success that it turned out to be.

UPCOMING EVENTS

39th Global Legal and IP ConfEx and Global Law Tech Exhibition,
27th February 2018, Singapore, UAE

40th Global IPConfEx and Global Law Tech Exhibition,
28th February 2018, San Francisco, USA

41st Global Legal & IP ConfEx and Global Law Tech Exhibition,
18th April 2018, New Delhi, India
CONFEX ORGANIZER

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