

# 2015 Leadership Meeting

Panama City, Panama



# What is the Leadership Meeting?

The INTA Leadership Meeting...

- Brings together INTA volunteer leaders once a year to advance the Association's objectives and goals.
- Features an advanced-level educational program.
- Provides INTA's volunteers with an opportunity to conduct business and network with colleagues from around the world.

# INTA's Leadership Meeting in 2014 and 2015

- Over 1,300 INTA volunteers from 76 countries attended the 2014 Leadership Meeting in Phoenix, Arizona.
  - Among them were 182 representatives from corporations and 1,101 from law firms.
- The 2015 Leadership Meeting will take place in Panama City, Panama from November 17–20.
  - It will be INTA's first major event in Latin America.
  - The expanded canal is going to be a global game-changer, and Leadership Meeting registrants will be there to witness it.



# Why Panama in 2015?

- This is in accordance with the Association's 2014-2017 Strategic Plan, Strategic Direction No. 3: International Expansion.
- Panama is the world's second largest free trade zone.
  - 170+ multinational companies and 100+ international banks have offices in Panama.
- Eighty percent of the goods passing through the Canal are goods in transit—and many of these are counterfeits.
- The expansion of the Panama Canal will result in an increase in annual capacity from 5 million to 21 million containers.



# Why Panama in 2015?

- This is a unique opportunity for the trademark community to partner with Panama authorities to strengthen the measures to combat counterfeiting.
- 2015 Leadership Meeting attendees will have the opportunity to engage with:
  - The Head of the Panama Trademark Office;
  - Panama Customs Officials; and
  - The Chief Judge of the Panama Supreme Court.

# Testimonials from INTA volunteers

## **2015 Leadership Meeting Co-Chair Susan Crane (Wyndham Worldwide Corporation–United States)**

*The 2015 Leadership Meeting will be a unique opportunity to discuss trademark issues arising from the globalization of commerce in one of the central hubs of global trade. Traditional CLE panels and new policy focused programming allow US and international counsel to benefit from the breadth of knowledge contained within the INTA community.*

*The smaller scale of the Leadership Meeting made up exclusively of dedicated and active INTA volunteers creates a superior networking environment and a chance to see friends, old and new.*

# Testimonials from INTA volunteers

**2015 Leadership Meeting Co-Chair**

**Gerardo Munoz de Cote (Televisa, S.A. de C.V.–Mexico)**

*It is very special that for the first time the Leadership Meeting will be held in a Latin American Country, which proves the interest and importance of the region for INTA and, at the same time, seems as an appreciation to the Latin American members for the interest shown and support provided in INTA activities.*

*It is estimated that the expansion of the Panama Canal will increase current ship traffic in at least 40%. Any first time visitor that goes to Panama should not miss the Canal (the expansion area and the current floodgates).*

# Attendance Costs Comparison

## Panama (2015) vs. Phoenix (2014) & Miami (2013)

Panama City 2015			
Traveling from	Estimated Flight Cost to Meeting Location	Estimated Hotel Cost for 5 Nights (including taxes)	Total Estimated Costs for Travel and Hotel
New York City	500	965	1465
San Francisco	1220	965	2185
Chicago	1114	965	2079
London	1165	965	2130
Frankfurt	1760	965	2725
Beijing	2567	965	3532
Sydney	2800	965	3765
Phoenix 2014			
Traveling from	Estimated Flight Cost to Meeting Location	Estimated Hotel Cost for 5 Nights (including taxes)	Total Estimated Costs for Travel and Hotel
New York City	367	1694	2061
San Francisco	346	1694	2040
Chicago	422	1694	2116
London	1552	1694	3246
Frankfurt	1178	1694	2872
Beijing	956	1694	2650
Sydney	1498	1694	3192
Miami 2013			
Traveling from	Estimated Flight Cost to Meeting Location	Estimated Hotel Cost for 5 nights (including taxes)	Total Estimated Costs for Travel and Hotel
New York City	216	1464	1680
San Francisco	567	1464	2031
Chicago	465	1464	1929
London	1325	1464	2789
Frankfurt	1245	1464	2709
Beijing	1087	1464	2551
Sydney	1839	1464	3303