

# International Sports Law and Taxation Update

**2 & 3 December, 2010**  
**Geneva, Switzerland**

By NOLOT Seminars



**We cordially invite you to join us for this important and opportune update on significant developments in Sports Law and Taxation during 2010 in Geneva, Switzerland, the home of many of the leading International Sports Governing Bodies, including the IOC, FIFA and UEFA.**

International sports law and taxation are constantly in a state of flux and development and all those engaged in these fields - in whatever capacity, as sports legal and tax advisers and practitioners, sports event organisers, administrators, marketers and promoters, students, researchers and academics - will greatly benefit from attending and participating in this Conference and updating and deepening their knowledge of this evolving and specialist area of practice.

## **Sports law topics include**

- Sports TV Agreements: The Olympics
- Combatting Ambush marketing: 2010 South Africa Cup Experience
- Sport Sponsorship Issues: Italian and International Perspectives
- The Court of Arbitration for Sport
- EU Law Developments: The Olivier Bernard Case and Others Reviewed

## **Tax law topics include**

- OECD Developments regarding proposed Commentary on Article 17 of the OECD Model
- Tax planning for High Profile Sports Persons: Monaco, Spain and Switzerland
- Sports Persons Image Rights: Germany, Netherlands and United Kingdom
- Taxation of Rental Payments for Football Players
- Taxation of Sports Governing Bodies



## Chairman day 1 and day 2

Prof. Ian Blackshaw

*International Sports Lawyer, Member of the Court of Arbitration for Sport, Lausanne, Switzerland*

## Country representatives

Germany	Dr. Harald Grams, Grams und Partner, Bielefeld
Monaco	Mr. Pierre-Jean Douvier, CMS Bureau Francis Lefebvre, Paris
Netherlands	Mr. Dolf Segaar, CMS Derks Star Busmann, Utrecht
Spain	Mr. Angel Juarez, Juarez Asociados, Barcelona-Madrid
Switzerland	Mrs. Geneviève Page, Oberson Avocats, Geneva
United Kingdom	Mr. Stephen Woodhouse, Deloitte LLP, London

## Specialist speakers

- Mr. Rijkele Betten, Betten Internationaal Fiscaal Advies, Sint Michielsgestel
- Mr. Juan de Dios Crespo Pérez, Ruiz Huerto y Crespo, Valencia
- Mr. Luca Ferrari, CBA Studio Legale e Tributario, Milan
- Mr. Howard Stupp, Director of Legal Affairs, IOC, Lausanne

The speakers are all well-recognised experts in their respective fields.

The Conference will be essentially inter-active and participative allowing delegates full opportunities for asking questions, sharing experiences, raising and debating practical issues of general and particular interest and concern to them with the speakers.

Also, at the end of the first day, there will be Conference Cocktail which will provide the speakers and the delegates with useful networking opportunities.

**Be sure to book early for this conference  
and reserve your place at this premium event!**



## Day one, Thursday 2 December 2010

08:45 – 09:15	Registration
09:15 – 09:30	Setting the Scene: Opening Remarks: <i>Prof. Ian Blackshaw</i>
09:30 – 10:15	Impact of Tax on Sports Persons and Marketing of Sports Events and its Mitigation: OECD Developments, <i>Dr Rijkele Betten</i>
10:15 – 11:00	Sports Persons Image Rights: Developments in the UK <i>Mr. Stephen Woodhouse</i>
11:00 – 11:30	Coffee break
11:30 – 12:15	Sports Persons Image Rights: Developments in Germany, <i>Dr Harald Grams</i>
12:15 – 13:00	Sports Persons Image Rights: Developments in The Netherlands <i>Mr. Dolf Segaar</i>
13:00 – 14:00	Lunch
14:00 – 14:45	Combatting 'Ambush Marketing': 2010 South Africa World Cup Experience <i>Prof. Ian Blackshaw</i>
14:45 – 15:30	EU Law Developments: The Olivier Bernard Case and Others Reviewed <i>Mr. Juan de Dios Crespo Pérez</i>
15:30 – 16:00	Tea
16:00 – 16:45	Sports Sponsorship Issues: Italian and International Perspectives, <i>Mr. Luca Ferrari</i>
16:45 – 17:00	Closing of day one: <i>Prof. Ian Blackshaw</i>
17:00	Cocktail Reception

## Day two, Friday 3 December 2010

09:00 – 09:15	Opening
09:15 – 10:00	Tax Planning for High Profile Sports Persons, Switzerland, <i>Mrs. Geneviève Page</i>
10:00 – 10:45	Tax Planning for High Profile Sports Persons, Spain, <i>Mr. Angel Juarez</i>
10:45 – 11:15	Coffee Break
11:15 – 12:00	Tax Planning for High Profile Sports Persons, Monaco, <i>Mr. Pierre-Jean Douvier</i>
12:00 – 12:30	Taxation of Rental Payments for Football Players, Germany, <i>Dr Harald Grams</i>
12:30 – 14:00	Lunch
14:00 – 14:45	Sports TV Agreements: The Olympics, <i>Mr Howard Stupp</i>
14:45 – 15:30	The Court of Arbitration for Sport: Towards a 'Lex Sportiva', <i>Prof. Ian Blackshaw</i>
15:30 – 16:00	Coffee Break
16:00 – 16:45	Taxation of Sports Governing Bodies, Switzerland, <i>Mrs. Geneviève Page</i>
16:45 – 17:00	Close of Conference: Concluding Remarks: <i>Prof. Ian Blackshaw</i>

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# Registration form

YES, I WANT TO REGISTER

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## METHOD OF PAYMENT

- Please send me an invoice and I will remit by direct transfer to NOLOT BV  
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## DATE AND VENUE

2 & 3 December 2010  
Ramada Park Hotel Geneva  
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Switzerland

## REGISTRATION

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## INFORMATION

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## REGISTRATION FEE

Registration before 29 October 2010: CHF 1625,- (excluding VAT), including luncheon and documentation materials.

Registration from 29 October 2010; CHF 1700,- (excluding VAT), including luncheon and documentation materials.

## CANCELLATION POLICY

Cancellation in writing up to one month before the conference will support an administrative charge of 15%. In case of cancellations prior to one month, the full fee is due but a substitute delegate may attend.

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