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**2015 Primerus Global Conference
September 30 – October 4, 2015**

**Roundtable Discussion:
Overcoming Cross-Cultural Differences and
Effectively Working Together in a
Global Marketplace**

Saturday, October 3, 2015 (8:00 a.m. – 9:00 a.m.)

Presented by:

**Co-Moderators: Tina Denson & Andrea Tiedemann – Brödermann Jahn –
Hamburg, Germany**

Panelist: Brian L. Davidoff – Greenberg Glusker – Los Angeles, CA

Panelist: Jonathan Pearce – Marriott Harrison LLP – London, England

Panelist: Julian Rojas – Pinilla Gonzalez & Prieto Abogados – Bogota, Colombia

Panelist: Suwit Suwan – Navinlaw – Bangkok, Thailand

Panelist: Mercedes Tort – 1961 Abogados y Economistas – Barcelona, Spain

This paper describes the concept of the module “**Roundtable Discussion – Overcoming Cross-Cultural Differences and Effectively Working Together in a Global Marketplace**” which has been conceived by the undersigning person in liaison with the moderators:

Cross-cultural awareness is a key to overcoming cross-cultural differences.

The session will start with an introduction to the global marketplace by an overview by the main international legal systems (provided by a German lawyer trained in Germany and London). It will continue with a cultural quiz to make the audience alert to cultural differences around the globe. Thereafter, the two German moderators will question their panelists from Spain, Colombia, United States and Thailand on a series of topics including:



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- I. How to take an intercultural approach
 - A. What are the dimensions of cultural perceptions?
 - B. Basic cultural concept and patterns
 - 1. Proxemics – The use of space
 - 2. Kinetics – Position movement
 - 3. Haptics – Touch of physical sensitivity
 - 4. Eoculesics – Eye contact
 - 5. Chronemics – Use of time

- II. Overcoming stereotypes

Professor Dr. Eckart Brödermann,
University of Hamburg, LL.M. (Harvard), Maître en Droit (Paris),
Admitted to practice law in Hamburg (*Rechtsanwalt*) and New York (*attorney at law*)



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Speaker Biography



Dr. Andrea Tiedmann, Esq.

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Education:

Universities of Hamburg and London (Dr. jur., 1992); Article Clerkship in Hamburg and Rio de Janeiro

Experience:

Dr. Andrea Tiedemann has more than 20 years experience in international business and corporate law as well as law of succession (both transactions and litigation/arbitration) , 10 years of which with a major international law firm in Frankfurt/Main. Her special focus is on Private International Law which she has been practising since her time with Max Planck Institute for Comparative and International Private Law in Hamburg (1985-1988). Apart from her litigation/arbitration practice, she is the head of the Family Business and Estate Law team.

Member:

Asociación Jurídica Argentino-Germana (Argentinean-German Lawyers' Association; member of board since 1988); Deutsch-Brasilianische Juristenvereinigung (German-Brazilian Lawyers' Association), Freunde des Hamburger Max-Planck-Instituts e.V. (Friends of the Hamburg Max-Planck-Institute); Hamburg Bar Organization

Languages:

German, English, Spanish, Portuguese and French

Speaker Biography



Brian Davidoff, Esq.

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Brian L. Davidoff chairs Greenberg Glusker's Bankruptcy and Financial Restructuring Group. He has specialized in corporate reorganization, restructuring and bankruptcy law for more than two decades. Brian also has a substantial practice advising companies on the various aspects of their growth, financing, contractual relationships and operations. In this capacity, he often acts as outside general counsel to his clients.

Brian is certified as a Business Bankruptcy Specialist by the American Board of Certification. After graduating cum laude from law school in Johannesburg, South Africa in 1979, he immigrated to the United States where he completed a Masters of Law Degree at the University of Miami in Florida in 1982. Brian is married and has two daughters.

Speaker Biography



Jonathan Pearce, Esq.

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Jonathan is a corporate lawyer with very broad experience in corporate finance and M&A. Much of his work relates to businesses which are substantially owner-managed.

Jonathan joined Marriott Harrison in 1994 having previously been at Ashurst and Coudert Brothers.

Experience:

- A wide range of private fundraisings including VCT and EIS investments whether representing the corporate or the investor
- Numerous AIM and PLUS admissions for the company or for the NOMAD/corporate adviser
- Both public and private M&A transactions

Areas of Practice:

- Corporate
- M & A
- Capital Markets
- The Takeover Code
- Private Equity and Venture Capital
- Reorganisations and Structuring

Speaker Biography



Julian Felipe Rojas Rodriguez, Esq.

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Julian Felipe Rojas Rodriguez is Manager of the Department of Corporate Law for Pinilla, Gonzalez & Prieto; his main area of practice is related to Civil and Commercial Law, although he currently is managing Labor and Education Law matters. He has worked as lawyer in charge of carrying out activities related to corporate law, such as mergers, acquisitions, incorporation of companies, etc. He currently is in charge of providing advice in Corporate Law Matters regarding mergers, acquisitions, incorporation of companies, secretariats of board of directors; in Contractual Law he advises on the determination and preparation of legal business and acts necessary not only for the development of real estate projects throughout the country, but in general for the participation of clients – national or foreign – of the firm in all the sectors of the economy by involving national and foreign corporate schemes and structures as well as the products offered by the financial or financial services entities. Julian is a lawyer from Universidad Externado de Colombia and specialist in Insurance law of the same University. He speaks English and Spanish.

Speaker Biography



Mercedes Tort, Esq.

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Mercedes has been a member of the Barcelona Bar Association since 1993. She joined the firm in 2015.

Mercedes specializes in commercial, contractual, corporate law, and M&A. She represents local and international clients in the medical, real estate, and consumer goods areas. She has worked in Spain, the United States and Chile.

Mercedes has a Bachelor degree in Law and LLM in International and Comparative Law.

Speaker Biography



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Education

- LL.B Chulalongkorn University
- Barrister-at-Law, Thailand
- LL.M. (US & International Business Law), Suffolk University Law School, Boston

Speaker Biography



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Education:

Universities of Freiburg, Cologne and London (LL.M., 1999)

Experience:

Tina Denso concentrates in her practice on distribution law, international commercial law, contracts as well as national and international litigation and arbitration.

Member:

Hamburg Bar Organization; Association Internationale des Jeunes Avocats (AIJA)

Languages:

German and English

Publications:

Directors' Fiduciary Duties under German and English Corporate Law – a Comparative View