



Advertising Under Scrutiny: Global Trends & Challenges

GALA invites you to Istanbul for a dynamic and internationally focused event on the evolving landscape of advertising regulations.

Produced in collaboration with GALA's Turkish member, Gün + Partners, this seminar will bring together leading experts from multiple jurisdictions to share insights, discuss enforcement trends, and explore global best practices in advertising law.

April 3, 2025 | 13:00 - 18:00

Programme:

13:00 – 13:30 | Welcome, Registration & Opening Remarks

- Hande Hançar, Gün + Partners

**13:30 – 14:15 | Recent Developments in Advertising Regulations:
The Board's Perspective**

- Mr. Erdem Biçer, Head of Advertisement Board Department – Ministry of Trade (Interview by Baran Güney, Gün + Partners)

14:30 – 15:45 | Threats to Advertising in a Global Context

Discussion on strict regulatory limitations, including bans on alcohol, tobacco, unhealthy foods, environmental claims, and dark patterns, with perspectives from multiple jurisdictions.

- Brinsley Dresden, Lewis Silkin (UK)
- Lara Kayode, O. Kayode & Co (NG)
- Rolf Auf der Maur, VISCHER (CH)
- Kriton Metaxopoulos, A. & K. Metaxopoulos and Partners (GR)
- Melissa Steinman, Venable LLP (USA)
- Daniël Haije, Hoogenraad & Haak (NL)

16:00 – 17:00 | Hot Topics in Advertising Law Worldwide

Exploration of key challenges and emerging trends across various legal systems.

- Jeffrey Greenbaum, Frankfurt Kurnit (USA)
- Lisa Digernes, Bull & Co. (NO)
- Jasmina Suljovic, Law Office Milanović-Lalić and Suljović (BA)
- Geraint Lloyd-Taylor, Lewis Silkin (UK)
- Jenny Pienaar, Adams & Adams (ZA)

17:00 – 18:00 | Reception & International Networking

Pera Palace Hotel

Meşrutiyet Cad. No:52 Tepebaşı 34430 Istanbul

QUESTIONS? Contact Stacy Bess at sbess@galalaw.com

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