

# LIDC

## Congress 2025 Vienna

House of Industry, 9–12 October 2025

Congress Magazine of the Austrian Association for Intellectual Property Protection and Copyright (ÖV)



**"Where  
Competition,  
IP and Unfair  
Competition  
meet!"**

Program, Questions, Speakers,  
Sponsors and About the LIDC

**LIDC**

INTERNATIONAL LEAGUE  
OF COMPETITION LAW

**öV**

ÖSTERREICHISCHE VEREINIGUNG  
FÜR GEWERBLICHEN RECHTSSCHUTZ UND URHEBERRECHT

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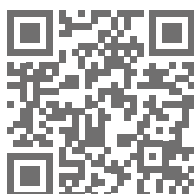
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congress/2025](http://www.ligue.org/congress/2025)



## IMPRINT

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## Dear LIDC members, dear speakers, dear guests from all over the world!



Hannes  
Seidelberger,  
Honorary General  
Secretary of the  
Austrian Group  
within the LIDC

We are delighted to host the **Annual Congress of the International League of Competition Law (LIDC)** in Vienna from October 9th to 12th 2025. The general motto of the LIDC and this international conference is: *“Where Competition, IP and Unfair Competition meet!”* **Digital and green change as well as other current subjects** will be in this legal focus of Antitrust, Intellectual Property and Unfair Commercial Practices.

The LIDC (Ligue Internationale du droit de la concurrence) is a longstanding international association which was created in 1930. The League is composed of almost twenty **national chapters worldwide** and counts more than 800 members. This association is a unique platform for exchanging and developing ideas and knowledge, both at a national and an international setting.

There is also a special **“NEX GEN” subgroup for younger lawyers** who organizes events and recently produces a podcast which will bring insightful conversations, industry trends, and leadership wisdom straight, featuring voices that matter in today’s fast-evolving world.

Every year, the LIDC organises an international congress to **study in particular two questions** related to this legal area. National Groups or individual members write a national report on each question. The national reports constitute the basis for an in-depth international report discussed during this congress. All the reports are published by Springer and LIDC in the series “LIDC Contributions on Antitrust Law, Intellectual Property and Unfair Competition”.

Furthermore – as part of this conference – **numerous lectures and panel discussions** will be held on current topics in the field of antitrust law, intellectual property and fair trade law with a wide range of international experts and speakers. In Vienna we offer 10 panels with over 50 speakers, including from the European Commission, the USA, Brazil and Asia.

The congress starts on Thursday evening with a **welcome cocktail** and a **NEX GEN event** open for everyone. This is followed by **working days** on Friday and Saturday morning, as well as an attractive evening program, including a **flying buffet in the Gloriette** of Schönbrunn Palace and a **galadinner at the Wiener Konzerthaus** (Vienna Concert Hall) with music and dance on Saturday evening. On Sunday there is the opportunity to take part in an excursion to the **famous museum at Belvedere Palace**.

The historic **House of Industry**, with its special Art Nouveau halls and spacious entrance area, has been chosen as the venue for this congress, which is exclusively available to LIDC. We wish everyone a fruitful and enjoyable conference in Vienna!

*Hannes Seidelberger  
(for the Organizing Committee of the LIDC Congress 2025 Vienna)*

»Vienna is once again hosting the  
LIDC-Congress after 2009 and we hope  
to welcome more than 200 participants  
for the first time in the history  
of this renowned association ...«



# PROGRAM

## of the Congress LIDC 2025 in Vienna

### THURSDAY, 9<sup>TH</sup> OCTOBER 2025

#### House of Industry

13:00–18:00 Registration of Delegates  
14:00–15:00 Meeting of the Scientific Committee  
15:00–17:00 Meeting of the Bureau  
17:00–18:00 Meeting of the Council

#### Wolf Theiss Lawyers

18:00–20:00 **Welcome Cocktail** (including Canapés)

#### Two (guided) alternatives from the Welcome Cocktail to the NexGen Event

- Tram D on the ring around the city centre with members of the organization team (tickets provided)  
*or*
- Walk of half an hour through the inner city with members of the organization team

#### Schoenherr Lawyers

20:30–22:30 **Young Members/NexGen**  
(Evening event with drinks & music)

### FRIDAY 10<sup>TH</sup> OCTOBER 2025

#### House of Industry

08:30–13:00 Registration of Delegates  
09:00–10:00 Opening Session: Introduction and Antitrust Law from an European and an US-perspective  
10:00–11:15 Panel 1: Digital Gatekeepers  
11:15–11:45 Morning Coffee  
11:45–12:45 Panel 2: Legal Issues in Sports and Panel 3: Green Advertising (parallel)  
12:45–13:45 Lunch Break  
14:00–15:00 Panel 4: Dark Patterns and Panel 5: FSR and FDI (parallel)  
15:00–15:30 Afternoon Coffee  
15:30–16:30 Panel 6: Protection of Branded Products and Panel 7: Online Platforms and Trusted Flagger (parallel)  
16:30–17:30 Closing Panel: Artificial Intelligence

**House of Industry:** Schwarzenbergplatz 4, 1030 Vienna

**Wolf Theiss Lawyers:** Schubertring 6, 1010 Vienna – six minutes walk from House of Industry

**Schoenherr Lawyers:** Schottenring 19, 1010 Vienna

**Hotel am Konzerthaus Vienna MGallery:** Am Heumarkt 35–37, 1030 Vienna

**Wiener Konzerthaus (Vienna Concert Hall):** Lothringerstraße 20, 1030 Vienna

### FRIDAY 10<sup>TH</sup> OCTOBER 2025

#### Hotel am Konzerthaus Vienna MGallery

18:30–19:00 Buses to Gloriette (Schönbrunn Palace)  
19:00–23:00 **Drinks and Flying Buffet at Gloriette**  
*Buses back to Hotel am Konzerthaus*

### SATURDAY, 11<sup>TH</sup> OCTOBER 2025

#### House of Industry

09:00–10:30 Working Session: Question A  
09:00–10:30 Working Session: Question B (parallel)  
10:30–11:00 Morning Coffee  
11:00–12:00 Extra Panel: Unitary Patent  
12:00–13:00 Council Meeting  
13:00–14:00 Lunch

14:30–17:30 Time to visit Vienna

17:45 Meeting Point

#### Hotel am Konzerthaus Vienna MGallery

18:00–19:00 Guided Tour Wiener Konzerthaus (Vienna Concert Hall)  
19:00–23:00 **Gala Dinner Wiener Konzerthaus** (Schubertsaal) with music & dancing

### SUNDAY, 12<sup>TH</sup> OCTOBER 2025

08:30 Meeting Point

#### Hotel am Konzerthaus Vienna MGallery

09:00–10:00 **Guided Tour Lower Belvedere**  
10:00–11:00 Belvedere Garden  
11:00–12:00 **Guided Tour Upper Belvedere**  
12:30–14:00 Lunch at Restaurant Stöckl im Park





# DETAILS

## Scientific Program

Friday:

### Opening Session (09:00)

Introduction LIDC International and Austrian Group

### Keynote Speech (09:15)

Current developments from the Austrian/European and the United States perspective in competition law

Panel 1:

### Digital Gatekeepers (10:00)

How can antitrust law ensure fair competition in the online sector (esp DMA)?

Panel 2:

### Legal Issues in Sports (11:45)

Antitrust law and sports: legal challenges in this growing field with many private associations

Panel 3:

### Green Advertising (11:45)

Can strict rules, such as the pre-approval of green claims to prevent Green Washing, lead to Green Hushing?

Panel 4:

### Dark Patterns (14:00)

Old legal issues in a new style or a need for further legislation?

Panel 5:

### FSR and FDI (14:00)

Recent developments on foreign subsidies regulations and foreign direct investment

Panel 6:

### Protection of Branded Products (15:30)

How far does protection of branded products under unfair competition law go and what are registered property rights good for?

Panel 7:

### Online Platforms and Trusted Flagger (15:30)

Trusted flaggers appointed by authorities: an additional concept of private trusted informants for combating illegal content on online platforms (esp DSA)

Friday Closing Panel:

### Artificial Intelligence (16:30)

AI & transparency: legal challenges in the field of IP and unfair competition

Saturday Extra Panel:

### Unitary Patent (11:00)

2 years of unitary patent and many more to come: the impact of the UPC on "smaller" jurisdictions – risks and opportunities



# PANELS AND PANELLISTS

## of the Congress LIDC 2025 in Vienna

### FRIDAY 10<sup>TH</sup> OCTOBER 2025

#### Opening Session (09:00)

Introduction LIDC International: **Zoltán Barakonyi**, LIDC President und Partner Baker McKenzie LLP (Hungary, Budapest)

Introduction LIDC Austria: **Michael Meyenburg**, LIDC President Austria and Attorney at law

Welcome Organizing Committee: **Hannes Seidelberger**, LIDC Secretary General Austria

#### Keynote Speech (09:15)

Current developments in competition law from an European and United States perspective

**Natalie Harsdorf**, Director General, Austrian Federal Competition Authority (BWB)

**Creighton J. Macy**, Global Chair Antitrust & Competition, Baker McKenzie LLP (Washington, United States)

#### Panel 1:

##### Digital Gatekeepers (10:00)

How can antitrust law ensure fair competition in the online sector (esp DMA)?

Chair: **Lena Hornkohl**, Assistant Professor for European Law (University of Vienna)

Speakers: **Thomas Kramler**, Head of Unit Digital, Platforms at DG Competition (European Commission) | **Andras Tóth**, Chairman of the Hungarian Competition Council (Budapest, Hungary) | **Arnd Haller**, Senior Legal Director at Google (Hamburg, Germany) | **Verena Dorner**, Professor of Digital Ecosystems (University of Economics Vienna)

#### Panel 2 parallel:

##### Legal Issues in Sports (11:45)

Latest developments on the various aspects of this particular market

Chair: **Castillo de la Torre**, Director Legal Service, Competition and Mergers Team (European Commission)

Speakers: **Marine Montejo**, EU-qualified lawyer, Competition law and Sports law (Brussels, Belgium) | **Ben Van Rompuy**, Associate Professor of European Competition Law (Leiden, Netherlands) | **Georgios Gryllos**, Legal Secretary and Référéndaire (Court of Justice of the European Union) | **Fabian Larcher**, Head of Legal Department (Austrian Ski Association - ÖSV)

#### Panel 3 parallel:

##### Green advertising (11:45)

Can strict rules, such as the pre-approval of green claims to prevent Green Washing, lead to Green Hushing?

Chair: **Andrea Zinober**, Partner at bpv Hügel attorneys at law

Speakers: **Erika Ummenberger-Zierler**, Head of Competition Policy and Law (Austrian Federal Ministry of Economics) | **Gabriela Staber**, Partner at CMS Reich Rohrwig Hainz attorneys at law | **Jennifer Beal**, Center for Protection against Unfair Competition (Berlin, Germany)

#### Panel 4 parallel:

##### Dark Patterns (14:00)

Old legal issues in a new style or a need for further legislation?

Chair: **Barbara Kuchar**, Partner at KWR Karasek Wietrzyk attorneys at law

Speakers: **Susanne Augenhofner**, Professor of Competition Law (University of Innsbruck) | **Francis Yang**, Competition Lawyer at JunHe (Beijing, China) | **Christian Handig**, Department for Legal Policy (Austrian Federal Economic Chamber) | **Lutz Riede**, Partner at Freshfields attorneys at law

#### Panel 5 parallel:

##### FSR and FDI (14:00)

Recent developments on foreign subsidies regulations and foreign direct investment

Chair: **Stefan Wartinger**, Partner at Wolf Theiss attorneys at law

Speakers: **Pascale Déchamps**, Competition economics at Accuracy (Paris, France) | **Catrina Lam**, Barrister at Des Voeux Chambers (Hong Kong) | **Alexandra Leoni**, Head of Investment Control, (Austrian Federal Ministry of Economics) | **Christoph Koch**, Senior Counsel at Siemens AG (Munich, Germany)





**Panel 6 parallel:**

**Protection of Branded Products (15:30)**

How far does protection of branded products under unfair competition law go and what are registered property rights good for?

Chair: **Christian Schumacher**, Partner at Schoenherr attorneys at law

Speakers: **Cordula Cerha**, Researcher and Executive Educator (University of Economics Vienna) | **Erich Schwarzenbacher**, Judge and Senate President (Austrian Supreme Court) | **Felipe Oquendo**, Senior Associate Lawyer IP litigation at Licks Attorneys (Rio de Janeiro, Brazil)

**Panel 7 parallel:**

**Online Platforms and Trusted Flagger (15:30)**

Trusted Flaggers appointed by authorities: An additional concept of private trusted informants for combating illegal content on online platforms (esp DSA)

Chair: **Hannes Seidelberger**, CEO of Austrian Association against Unfair Competition

Speakers: **Susanne Lackner**, Vice Chairperson (Communications Authority Austria) | **Bence Kertész**, Legal and Policy Officer Digital Services (European Commission) | **Karl Gladt**, Project Manager Internet Ombudsman (Austrian Institute for Telecommunications) | **Leonard Klenner**, Senior Compliance Manager Temu (European Union)

**Panel 8 Closing Session:**

**Artificial Intelligence (16:30)**

AI & Transparency: Legal challenges in the field of IP and Unfair Competition

Chair: **Philipp Homar**, Professor of Intellectual Property Law (University of Economics Vienna)

Speakers: **Katja Heintschel von Heinegg**, CEO Association of the German Advertising Industry (Berlin, Germany) | **Belma Abazagic**, Head Net Neutrality & Customer Contracts (Austrian Regulatory Authority for Telecommunications RTR) | **Rene Heinzl**, AI specialist and tech-savvy entrepreneur

**SATURDAY, 11<sup>TH</sup> OCTOBER 2025**

**Working Session parallel:**

**Question A (09:00)**

Is the concept of the abuse of relative market power beyond market dominance necessary for a functioning competition and what criteria should be used to assess it?

Chair and International Reporter: **Pranvera Këllezi**, Swiss Federal Competition Commission and Attorney at law (Geneva, Switzerland)

**Working Session parallel:**

**Question B (09:00)**

What responsibility or obligations should online platforms have when it comes to eliminating infringements by their users, especially in the areas of IP and unfair competition?

Chair and International Reporter: **Nikolaus Forgó**, Professor of Digitalisation in Law (University of Vienna)

**Last Session:**

**2 years of Unitary Patent and many more to come (11:00)**

The impact of the UPC on „smaller“ jurisdictions – risks and opportunities

Chair: **Michael Woller**, Partner at Schoenherr attorneys at law

Speakers: **Mary-Rose McGuire**, Professor of Intellectual Property and Civil Procedure Law (University of Osnabruck, Germany) | **Mojca Mlakar**, Judge at Court of First Instance / Unified Patent Court (Ljubljana, Slovenia) | **Klaus Grabinski**, President of the Court of Appeal / Unified Patent Court (Luxemburg) | **Rainer Beetz**, Partner at Sonn IP attorneys

# QUESTIONS

## of the Congress LIDC Vienna 2025

Every year, the LIDC organises an international Congress to study in particular two questions related to this legal area. National Groups or individual members write a national report on each question. The national reports constitute the basis for an in-depth international report discussed during the Congress. All the reports are published by Springer and LIDC in the series “LIDC Contributions on Antitrust Law, Intellectual Property and Unfair Competition”.

We are glad to inform that the two study questions prepared by the reporters and discussed during the Vienna Congress are as follows:

### Question A

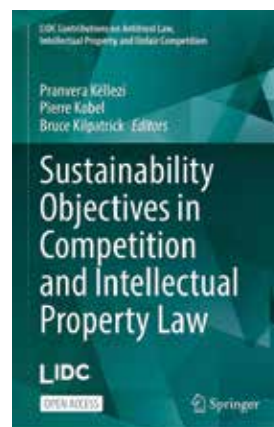
Is the concept of the abuse of relative market power beyond market dominance necessary for a functioning competition and what criteria should be used to assess it?

International Reporter **Pranvera Këllezi**

### Question A – Background & Context

The term “relative market power”, also known in other jurisdictions as “economic dependence”, “superior or unbalanced bargaining power” or “significant imbalance in commercial relations”, is used to describe circumstances in which a company exploits its superior bargaining position vis-à-vis business partners. These rules exist all over the world, from Europe to South Korea or Brazil. In contrast to the traditional concept of dominance, the concept of relative market power is concerned with the analysis of asymmetric dependencies or bargaining positions in business-to-business (B2B) relationships, irrespective of a dominant market position or monopoly power in the traditional sense. This is relevant to business-to-business relationships, including distribution, franchising, subcontracting, supply chains and others, in both traditional and digital markets. This additional tool for regulating unilateral conduct has recently received renewed attention, reflecting a broader trend in the regulation of business-to-business (B2B) relationships. In recent years, several jurisdictions in Europe, including France, Belgium, Switzerland and Austria, have introduced or updated legislation targeting the abuse of economic dependence or relative market power. The proliferation of these legislative measures highlights the need for transparent, predictable and enforceable criteria for assessing relative market power, situations of dependence and imbalances in bargaining power in the B2B context. It also raises the question of the extent to which such provisions serve to maintain effective competition and thus

form part of competition, anti-monopoly or antitrust law as it is commonly understood. This study aims to examine how these criteria are applied in practice, the challenges of enforcement and the wider implications of this regulatory trend for competition policy and the economy.



Publication of the international and national reports

*Pranvera Këllezi, Pierre Kobel, Bruce Kilpatrick (Editors): Sustainability Objectives in Competition and Intellectual Property Law (LIDC, Springer)*



Photo: adobe.stock.com/mychadre77

## Question B

What responsibility or obligations should online platforms have when it comes to eliminating infringements by their users, especially in the areas of IP and unfair competition?

International Reporter **Nikolaus Forgó**

### Question B – Background & Context

The starting point for this topic remains the long-standing liability privilege of intermediaries: online platforms that provide pure intermediary services remain exempt from liability for illegal third-party content and have no general obligation to monitor the content posted by their users. However, some recent laws, such as the Digital Services Act (DSA) of the European Union (EU), establish uniform rules that require hosting providers to have a mechanism in place to allow third parties to report suspected illegal content. In the future, such a mechanism could be the starting point for the liability of providers who do not act quickly after notification and remove prohibited content. In addition, trusted flaggers, as entities designated by national digital coordinators, are new players in this “notice and action” procedure, in which the operator of an online platform must immediately block offers if it becomes aware of a clear violation under the applicable law. Another innovation is the “Good Samaritan” rule in this area, which ensures that online intermediaries do not lose their liability privilege just because they voluntarily review user content. This clause is intended to give providers legal certainty when they have their employees check uploaded content to detect infringements proactively. Interesting developments have also emerged in non-EU jurisdictions.

For example, in Brazil, the Civil Framework for the Internet, a federal law enacted in 2014, is currently under challenge before the Supreme Federal Court, the country’s constitutional court. Central to the issue are legal provisions requiring a court order before illegal content on online platforms can be removed, potentially altering the dynamics of the notice-and-takedown process. Although these current developments represent a new basis for familiar principles, the significance of their specific details for the protection of intellectual property and unfair competition can be important. Moreover, the practical importance of special entities as experts at detecting certain types of illegal content and notifying online platforms will become apparent with the first experiences on it. Under the DSA, the notices they submit are supposed to be prioritised as they are expected to be more accurate than messages an average user submits. Regardless of jurisdiction, there needs to be a balance between the aim to tackle illegal content online and fundamental rights such as freedom of expression or the right to a fair trial. National groups are invited to provide an account of the emerging trends and cases before courts in their respective jurisdictions from a legal and practical perspective in the online sector.

# REPORTERS

## of the Congress LIDC 2025 in Vienna

### QUESTION A

Is the concept of the abuse of relative market power beyond market dominance necessary for a functioning competition and what criteria should be used to assess it?

International Reporter:

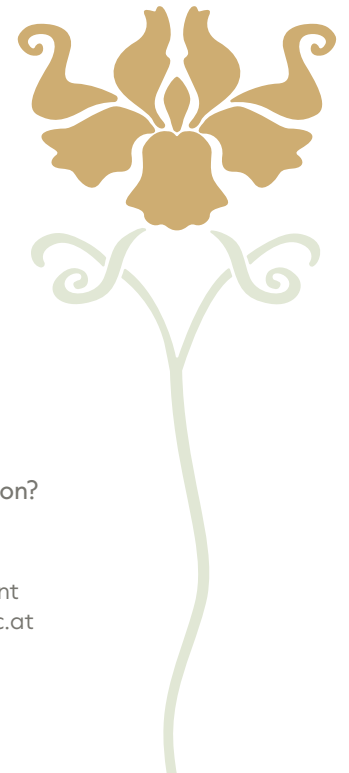
**Dr. Pranvera Këllezi**, LL.M., Attorney at law, KËLLEZI LEGAL, Member of the Swiss Federal Competition Commission (COMCO/WEKO), Geneva, Switzerland, pranvera.kellezi@kellezi-legal.ch

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### QUESTION B

What responsibility or obligations should online platforms have when it comes to eliminating infringements by their users, especially in the areas of IP and unfair competition?

International Reporter:

**Univ.-Prof. Dr. Nikolaus Forgó**, Professor of Technology Law and IP Law, Head of the Department for Innovation and Digitalisation in Law, University of Vienna, Austria, nikolaus.forgo@univie.ac.at

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# SPEAKERS

## of the Congress LIDC Vienna 2025



**Alexandra Leoni**  
Head of Investment Control (Austrian Federal Ministry of Economics)



**Andras Tóth**  
Chairman of the Competition Council and Professor Digital Law (Budapest, Hungary)



**Andrea Zinober**  
Partner at bpv Hügel attorneys at law



**Arnd Haller**  
Senior Legal Director at Google (Hamburg, Germany)



**Barbara Kuchar**  
Partner at KWR Karasek Wietrzyk attorneys at law



**Belma Abazagic**  
Head Net Neutrality & Customer Contracts (Austrian Regulatory Authority for Telecommunications)



**Ben Van Rompuy**  
Associate Professor of European Competition Law (Leiden, Netherlands)



**Bence Kertész**  
Legal and Policy Officer Digital Services (European Commission)



**Catrina Lam**  
Barrister at Des Voeux Chambers (Hong Kong)



**Creighton J. Macy**  
Global Chair Antitrust & Competition at Baker McKenzie (Washington, USA)



**Christian Handig**  
Department for Legal Policy (Austrian Federal Economic Chamber)



**Christian Schumacher**  
Partner at Schoenherr attorneys at law



**Christoph Koch**  
Senior Counsel at Siemens AG (Munich, Germany)



**Cordula Cerha**  
Researcher and Executive Educator (University of Economics Vienna)



**Dominik Hofmarcher**  
Partner at Schoenherr attorneys at law



**Erich Schwarzenbacher**  
Judge and Senate President (Austrian Supreme Court)



**Erika Ummenberger-Zierler**  
Head of Competition Policy and Law (Austrian Federal Ministry of Economics)



**Fabian Larcher**  
Head of Legal Department (Austrian Ski Association – ÖSV)



**Felipe Oquendo**  
Senior Associate Lawyer IP litigation at Licks Attorneys (Rio de Janeiro, Brazil)



**Fernando Castillo de la Torre**  
Director Legal Service Competition and Mergers Team (European Commission)



**Francis Yang**  
Competition Lawyer at JunHe (Beijing, China)



**Gabriela Staber**  
Partner at CMS Reich-Rohrwig Hainz attorneys at law



**Georgios Gryllos**  
Legal Secretary / Référéndaire (Court of Justice of the European Union)



**Hannes Seidelberger**  
CEO of Austrian Association against Unfair Competition



**Hanno Wollmann**  
Partner at Schoenherr attorneys at law



**Jennifer Beal**  
Center for Protection against Unfair Competition (Berlin, Germany)



**Karl Gladt**  
Project Manager Internet Ombudsman (Austrian Institute for Telecommunications)



**Katja Heintschel von Heinegg**  
CEO Association of the German Advertising Industry (Berlin, Germany)



**Klaus Grabinski**  
President of the Court of Appeal / Unified Patent Court (Luxemburg)



**Lena Hornkohl**  
Assistant Professor (Tenure Track) for European Law (University of Vienna)

# SPEAKERS

## of the Congress LIDC Vienna 2025



**Leonard Klenner**  
Senior Compliance  
Manager Temu  
(European Union)



**Lutz Riede**  
Partner at  
Freshfields  
attorneys at law



**Marine Montejo**  
EU-qualified lawyer  
Competition law |  
Sports law  
(Brussels, Belgium)



**Mary-Rose  
McGuire**  
Professor of  
Intellectual  
Property and Civil  
Procedure Law  
(University of  
Osnabruck,  
Germany)



**Michael  
Meyenburg**  
Attorney at law and  
LIDC President  
Austria



**Michael Woller**  
Partner at  
Schoenherr  
attorneys at law



**Mojca Mlakar**  
Judge at Court of  
First Instance /  
Unified Patent  
Court (Ljubljana,  
Slovenia)



**Muriel Chagny**  
Université Panthéon  
Sorbonne (Paris,  
France)



**Natalie Harsdorf**  
Director General  
(Austrian Federal  
Competition  
Authority)



**Nikolaus Forgó**  
Professor of  
Digitalisation in  
Law (University of  
Vienna)



**Nora Schindler**  
Specialist  
Coordinator for  
economic case  
analysis (Austrian  
Federal  
Competition  
Authority)



**Pascale  
Déchamps**  
Competition  
economics at  
Accuracy (Paris,  
France)



**Philipp Homar**  
Professor of  
Intellectual  
Property Law  
(University of  
Economics Vienna)



**Pranvera Këllezi**  
Swiss Federal  
Competition  
Commission and  
Attorney at law  
(Geneva,  
Switzerland)



**Rainer Beetz**  
Partner at Sonn IP  
attorneys



**Rene Heinzl**  
AI specialist and  
tech-savvy  
entrepreneur



**Sonja Dürager**  
Partner at bpv  
Hügel attorneys at  
law



**Stefan  
Holzweber**  
bpv Hügel lawyers  
and private lecturer  
(University of  
Vienna)



**Stefan Wartinger**  
Partner at Wolf  
Theiss attorneys at  
law



**Susanne  
Augenhofer**  
Professor of  
Competition Law  
(University of  
Innsbruck)



**Susanne Lackner**  
Vice Chairperson  
(Communications  
Authority Austria)



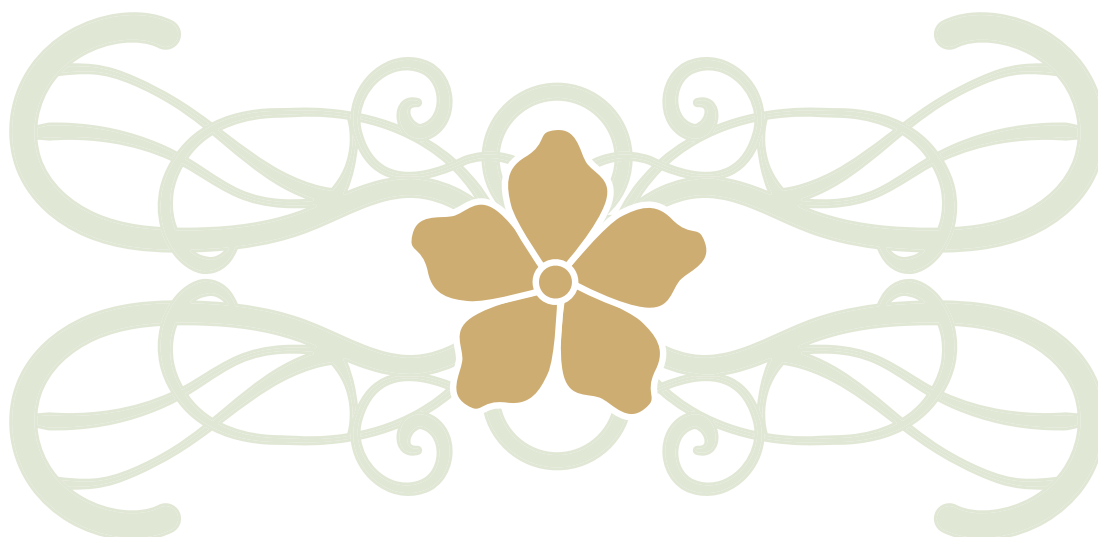
**Thomas Kramler**  
Head of Unit Digital  
Platforms at DG  
Competition  
(European  
Commission)



**Verena Dörner**  
Professor of Digital  
Ecosystems  
(University of  
Economics Vienna)



**Zoltán Barakonyi**  
Baker McKenzie  
and LIDC President  
(Budapest,  
Hungary)



# ABOUT THE SOCIAL PROGRAM

## Gloriette

The Gloriette stands on higher ground in Schönbrunn Palace park and offers a fantastic view of Vienna. Nowadays, the magnificent structure is home to Café Gloriette. Awaiting you here are delicious pastries and a wonderful view of Vienna. And on Sunday mornings, there's brunch with live music ranging from classical to jazz.

Walkers making their way through Schönbrunn Palace park are usually heading for the Gloriette. The Gloriette towers over the surrounding area of Schönbrunn, drawing attention to itself from all sides. The monumental, baroque garden structure was built in 1775 on the foothills of the Vienna Woods. As you might expect, the Gloriette boasts spectacular views over Vienna. They say if you were not up there, you haven't been to Schönbrunn. Emperor Franz Joseph I and Sisi were also truly fond of the place. They set up a breakfast hall in the Gloriette. Nowa-

days, visitors can follow their footsteps, because the Gloriette is still home to a café.

The LIDC visits the Gloriette on Friday evening for a flying buffet and drinks and all participants can exclusively enjoy this special building on one of Vienna's most impressive locations.

## Wiener Konzerthaus (Vienna Concert Hall)

The Wiener Konzerthaus is one of the largest and most artistically progressive institutions in international musical life. During the course of a season, which extends from September to June, some 750 wide-ranging events take place and more than 600,000 visitors can listen to around 2,500 different compositions. With this comprehensive and varied selection, the Wiener Konzerthaus – together with the

Vienna State Opera House and the Musikverein – is central to Vienna's reputation as one of the world's leading music capitals.

From its earliest days, the Wiener Konzerthaus has held the highest cultural aims and artistic mission: »To act as a venue for the cultivation of fine music, as a meeting point for artistic endeavour, as a home for music and a cultural centre for Vienna«. It was in this spirit that the Konzerthaus was inaugurated on 19 October 1913 with a festive concert attended by Emperor Francis Joseph I. To mark the occasion, Richard Strauss wrote the »Festliches Präludium op. 61«, which was followed by Beethoven's Ninth Symphony. In the last decades also early music, jazz and new music have featured prominently within the Konzerthaus's programme, contributing to a celebration of classical music in its entire range.

The unique atmosphere of the Wiener Konzerthaus not only attract ar-



GLORIETTE



VIENNA CONCERT HALL

tists from the international music scene, but also forms the setting for numerous other social events such as balls, conferences, dinners, company presentations and festivities.

**The LIDC takes a guided tour of the Vienna Concert Hall, followed by its traditional Gala Dinner on Saturday evening in the Schubert hall, which is decorated in the Art Nouveau style with magnificent furnishings and coffered ceiling. We have booked a fantastic live band and offer the opportunity to dance after dinner in this special venue, very close to the conference hotel.**

### Belvedere

The Belvedere is not only a magnificent Baroque palace. As a museum it also houses one of Austria's most valuable art collections – with key works by Gustav Klimt, Egon Schiele and Oskar

Kokoschka. Prince Eugene of Savoy (1663-1736), successful general and art connoisseur, had Belvedere garden palace built by Johann Lukas von Hildebrandt as his summer residence – at the time it was still outside the gates of the city. This baroque architectural jewel consists of two palaces (Upper and Lower Belvedere), which today house Austrian art from the Middle Ages to the present day.

The heart of the Belvedere collection is formed by the 24 paintings of Gustav Klimt with his golden images „The Kiss“ and „Judith“. Klimt's „The Kiss“ in particular is world-famous. The 180 x 180 cm painting was created in 1908/09 and shows Klimt and his muse Emilie Flöge as a couple in love. „The Kiss“ is probably Austria's most famous work of art. Klimt's portraits of women also impress and be marveled at in the Upper Belvedere.

The permanent exhibition was completely redesigned at the begin-

ning of 2023: „Picture this! The Belvedere Collection from Cranach to EXPORT“ extends throughout the entire palace in the wonderful Baroque ambience, and shows the highlights of the collection together with new additions and works from the holdings. On show is Austrian art in the context of the creative work of international artists of their time. It includes Austrian highlights from the Middle Ages and Baroque, while the icons of Vienna Modernism meet greats like Claude Monet, Vincent van Gogh, and Auguste Rodin. Around 400 works recount 800 years of art history.

**On Sunday, the LIDC offers guided tours of the Lower and Upper Belvedere, as well as a stroll through the beautiful garden. We'll conclude the conference with lunch at a restaurant in this historic area.**



Photos: Bernhard Sitzwohl/Alamy Stock Photo; adobe.stock.com/Agata Kadar; adobe.stock.com/Jenifoto

# ABOUT THE ACCOMPANYING PERSONS PROGRAM

**FRIDAY 10<sup>TH</sup> OCTOBER 2025**

09:30 Meeting in the lobby of the Hotel Am Konzerthaus Vienna MGallery

**Motto of this day:**  
**"Vienna, from the Start to the Strauss Family"**

Short walk to the recently completely reconstructed "Museum der Stadt Wien" (City Museum of Vienna), which is already as a building a new landmark of Vienna

Guided tour in English through the museum (max 2 hours), ending on top at the terrace of the museum with a wonderful view over the City of Vienna, the "Karl-skirche" (St. Charles Church) and the "Musikverein" (famous concert hall) in front and St Stephans in the background

Lunch at the restaurant of the City Museum of Vienna, called "trudeundtöchter"

Followed by a short walk to the "Johann Strauss Museum" (vis à vis of the "Secession", featured on the cover of this magazine)

14:00 Guided tour "200 years Johann Strauss" in this museum, a three-dimensional show for 90 minutes

**Afterwards:** This would be a good starting point to explore the Secession (and the famous Beethovenfries of Klimt), take a look at the newly renovated "Theater an der Wien" (theatre of Vienna), the "Naschmarkt" (famous market), "Kärntnerstraße" (a well-known shopping street) or have a coffee in the nearby "Café Museum"

**Evening program**

18:30 Meeting Point

**Hotel am Konzerthaus Vienna MGallery**

18:30–19:00 Buses to Gloriette (Schönbrunn Palace)

19:00–23:00 Drinks and Flying Buffet at Gloriette

*Buses back to Hotel am Konzerthaus*



Photo: adobe.stock.com/Shchipkova Elena

**JOHANN STRAUSS MONUMENT**



CHARLES CHURCH

Photo: adobe.stock.com/Anibal Trejo

**SATURDAY, 11<sup>TH</sup> OCTOBER 2025**

10:00 Meeting in the lobby of the Hotel Am Konzerthaus Vienna MGallery

**Motto of this day:**  
**"Vienna, from Baroque to Art Nouveau"**

Guided tour in English "My Wieden - from Baroque to Art Nouveau"

Starting with a short walk to St. Charles Church and then through the quiet streets of Vienna's 4th district ("Wieden"), the tour ends at the famous Art Nouveau houses at the Naschmarkt by Otto Wagner and his Majolica House

Followed by a small lunch in a famous Café nearby

**Afterwards:** This would be a good starting point to explore the colourful "Naschmarkt", pass by the "Theater an der Wien" and the Secession or walk to the Inner City of Vienna, passing by the Opera house, "Kärntner Strasse", St Stephan's and the "Graben" (another famous street in Vienna)

**Evening program**

17:45 Meeting Point

**Hotel am Konzerthaus Vienna MGallery**

18:00–19:00 Guided Tour Wiener Konzerthaus (Vienna Concert Hall)

19:00–23:00 Gala Dinner Wiener Konzerthaus (Schubertsaal) with music & dancing



MAJOLICA HOUSE

Photo: Marco Desteфанis/Alamy Stock Photo

# THE HOUSE OF INDUSTRY

**A Late Historicist Masterpiece – Architectural Features and Inauguration:**  
The House of Industry on Schwarzenbergplatz 4 in Vienna is one of the most outstanding examples of an architectural style called “Late Historicism”.

The building is located next to the Vienna “Ringstrasse”, the magnificent ring road around the old city centre. Around the beginning of the 20th century, the Vienna Urban Development Fund began selling land outside the Ringstrasse and the river Wien, shortly after the completion of the street.

This late phase of Historicism was marked by architects such as Friedrich von Schmidt, Theophil von Hansen,

Karl von Hasenauer, Heinrich von Ferstel and Karl König.

Designed by architect Karl König, the House of Industry was built between 1906 and 1909. Monumental in character but dominated by clear linearity, the building is modelled on Roman-inspired 17th century Classicism. The plain, angular façade draws from elements of 19th century Historicism, while deviating from the more ornate

style typical of pre-turn-of-the-century Ringstrasse buildings.

The House of Industry was one of Vienna’s last squared stone masonry buildings. Its façade is lined with Leitha sandstone from a quarry near Stotzing in Burgenland. Algal limestone from the Mannersdorf region, as well as granite, were used for the wall base. The roof was made of Eternit slabs, a new roofing product patented in 1901.



# Practical Information

The four-storey corner building is crowned by a huge, three-part façade with stone balustrades and cast zinc vases on both sides. The façade bears the inscription “Dedicated to Austria’s Industry”. There is a huge stone cartouche above the inscription. It is made from a 42 cubic metre block and shows a relief of Hephaestus depicted in a contemplative pose.

Representing strength paired with intelligence, the Greek god Hephaestus is a symbol of industry and the only god who was also a craftsman. A skilled blacksmith, he served human civilisation with his creations, one of his masterpieces being the arms of Achilles.



## Venue of the Congress

The whole work of the Congress will be held at the House of Industry (Das Haus der Industrie), Schwarzenbergplatz 4, 1030 Vienna.

## Language

The official language used during the work of the Congress is English.

## Climate

Vienna sees an average high temperature of 15°C during the daytime at the beginning of October

## Contact

For any further questions relating to the Congress, please email: lidc2025@oev.or.at

## Accompanying Persons

A special program is organized that is open to all accompanying persons on Friday and on Saturday morning including lunch on both days. If you are bringing a companion who is interested in taking part in this program, please contact lidc2025@oev.or.at for more information.



## Hotel

We were able to reserve 60 rooms for the international participants in the period 09.10.2025 – 12.10.2025 in the Hotel at the Concert Hall – MGALLERY VIENNA (more on “HOTEL AM KONZERTHAUS”) very close next to the Congress Venue (3 minutes walk) with the Deadline 31.07.2025.

This hotel is also ideally located for the Gala Dinner (to be booked additionally) on Saturday evening at the Vienna Concert Hall.

The special price for a room per night is EUR 240 for one person and EUR 270 for two persons (breakfast included).

On the Congress site under [https://ligue.org/congress/wp-content/uploads/2025/05/LIDC2025\\_hotel\\_reservation\\_form\\_SV.pdf](https://ligue.org/congress/wp-content/uploads/2025/05/LIDC2025_hotel_reservation_form_SV.pdf) you find a hotel reservation form that must be send to [h1276@accor.com](mailto:h1276@accor.com) no later than 31<sup>st</sup> of July 2025 if you want to book one of these rooms (preferably parallel with your registration).

# ABOUT VIENNA

## Host city of the Congress LIDC 2025

Vienna, the capital of Austria, offers a unique blend of historical splendor, vibrant cultural life and a thriving international presence. Known for its rich musical heritage, impressive architecture, and world-class institutions, the city provides a fascinating backdrop for an international conference.

### Historical and cultural highlights

#### Stunning Architecture

Vienna boasts magnificent palaces like Schönbrunn Palace (with the Gloriette) and Hofburg Palace, as well as famous landmarks such as St. Stephen's Cathedral and the Vienna State Opera.

#### Musical Tradition

The city is the birthplace of renowned composers like Mozart, Beethoven and Strauss and remains a hub for classical music, with performances at the Vienna State Opera, the Musikverein and the Vienna Concert Hall (Wiener Konzerthaus).

#### International Organizations

Vienna is home to the United Nations and other international organizations, making it a center for global diplomacy and collaboration.

#### Gastronomy

Vienna's culinary scene is a delight, offering traditional Austrian cuisine, international flavors, and a rich coffee house culture.



Aerial view of Vienna's city center with the House of Industry in the left corner



### Accessibility and Infrastructure

Vienna's central location in Europe, its efficient transportation system and modern infrastructure make the city a convenient and easy-to-reach destination.

Vienna's unique combination of historical charm, cultural richness, and international reputation makes it an exceptional destination for hosting international conferences. The city's beauty and vibrant atmosphere promise to create a memorable and enriching experience for all participants.



The organizing team of the Austrian Association against Unfair Competition welcomes you to Vienna and will answer all your questions under [lidc2025@oev.or.at](mailto:lidc2025@oev.or.at) or on site (photo taken in the Grand Ballroom of the House of Industry, the venue for this Congress, with a picture of Emperor Franz Joseph I behind us, who inaugurated the building on 11 March 1911 to the cheers of 500 guests).

# Bundesministerium Wirtschaft, Energie und Tourismus

The Federal Minister of Economy, Energy and Tourism in Austria is Wolfgang Hattmannsdorfer.

Our goal is to further enhance the positive development of the Austrian business location as the central aim to ensure wealth for the economy as such and thus working for people as entrepreneurs, as employees and as consumers. Performance-principle and competition-orientation are the core guides in doing the work and developing measures.

This work is carried out in different General Directorates, including Energy, Tourism, Economic Affairs, Innovation and International Policy, National Market Strategies including quality management and skills and Cultural Heritage.

Concerning EU-affairs and International Market Strategies internal market affairs, trade policy including export and investment policy play an important role. Within the EU portfolio competition policy is one of the core activities. It is the task of competition policy to ensure functioning competition by designing the framework concerning antitrust law and merger regulations as well as the law against unfair competition accordingly. This is achieved by working in the EU Council, the corresponding working groups and in international fora as well as by handling the respective legislative matters, eg. the **Federal Act Against Unfair Competition (UWG)**, the **Fair Competition Conditions Act (FWBG)** and the **Federal Competition Act (Wettbewerbsgesetz)**.



Photo: BHÖ / Stefanie Grüssl

 Bundesministerium  
Wirtschaft, Energie  
und Tourismus



[www.bmwet.gv.at](http://www.bmwet.gv.at)

# Bundeswettbewerbsbehörde

The **Austrian Federal Competition Authority (AFCA)** stands as a guardian of fair competition in Austria. Through its enforcement of national and European competition laws, its advocacy efforts, and its increasingly focused approach to sector-specific issues, AFCA plays a critical role in ensuring that Austria's markets remain transparent, fair, and open to healthy competition. Under the leadership of **Dr. Natalie Harsdorf L.L.M., the Director General for Competition**, the AFCA operates independently and is prepared to tackle emerging challenges and to ensure that competition remains robust in Austria.

The AFCA's primary focus is on **enforcing competition laws by addressing cartels, abuse of market dominance, and illegal mergers**. In 2024, AFCA brought 22 cases before the Federal Cartel Court, resulting in €41 million in fines. Ongoing investigations, such as those targeting the waste management and brewery market, highlight AFCA's dedication to ensuring fairness in key sectors.

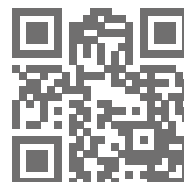
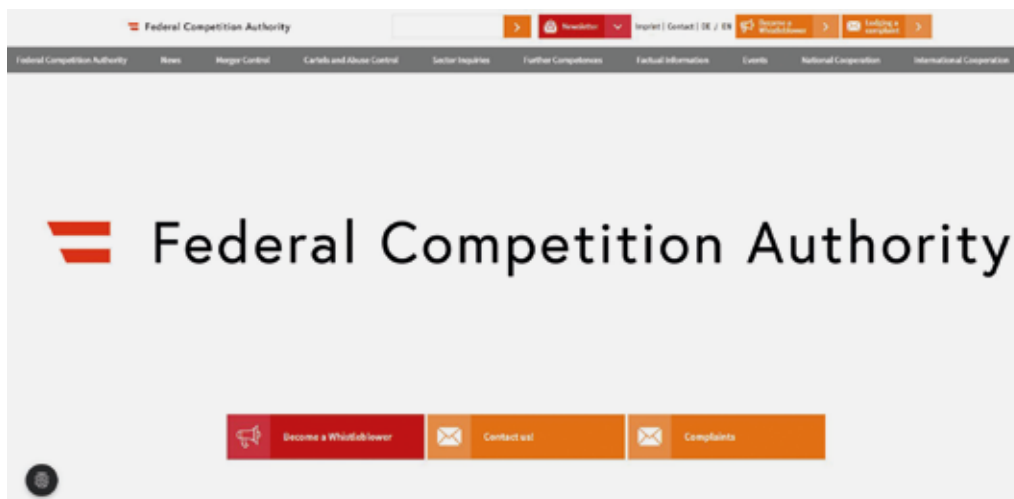
Another focus of AFCA's work is **combating unfair competition** through the Austrian Unfair Competition Act (UWG). AFCA can take action against misleading advertising, unfair business practices, and other deceptive tactics. The increasing number of UWG cases demonstrates AFCA's commitment to maintaining a level playing field for businesses and consumers alike.

AFCA also **conducts sector inquiries**, such as those into the electricity, gas, and district heating markets, to proactively identify and address market concerns. Its focus on educational and advocacy initiatives aim to raise awareness of competition law among the public and show effect as numbers of complaints and whistleblowers increase.

Whether you are a business navigating Austria's industry landscape or a consumer benefiting from fair market practices, AFCA's work ensures that competition remains the driving force behind Austria's dynamic economy.



Dr. Natalie Harsdorf L.L.M.,  
Director General  
for Competition



# Wirtschaftskammer Österreich



Wirtschaftskammer Österreich (WKO), the **Austrian Federal Economic Chamber**, is the statutory organisation, representing the interests of the Austrian economy. Aside from that its main tasks include services and education.

**Representation of interests:** The WKO is actively committed to improve the economic framework conditions in Austria. It represents the interests of its members at regional, national, and EU levels, playing a key role in shaping economic policy processes.

**Services:** The WKO offers comprehensive support to its legally stipulated members. It serves as the first point of contact for information and advice and promotes regional, national, and global economic developments.

**Education:** The WKO is a central qualification partner and knowledge broker. It provides expert knowledge worldwide and at any

time, utilising innovative technologies and media. This is achieved through the “Wirtschaftsförderungsinstitut” (WIFI), the Economic Promotion Institute, which is the largest organisation for adult vocational training in Austria.

**Organisational structure:** The Economic Chambers have both a regional and a professional structure. Regionally, it consists of the WKO, based in Vienna, and nine economic chambers in the nine federal provinces.

From a professional perspective, the organisation of the chambers of commerce comprises entrepreneurs from more than 1500 professions. These are assigned to 93 professional organisations, which are divided into seven sectors: Trade and Crafts, Industry, Commerce, Banking and Insurance, Transport and Traffic, Tourism and Leisure, and Information and Consulting. This structure exists both in the WKO and in the economic chambers in the nine federal provinces.

The organisation of the Economic Chambers is therefore a complex entity characterised by diverse tasks and structural divisions, playing a central role in the Austrian economy.



[www.wko.at/oe/news/rechtspolitik](http://www.wko.at/oe/news/rechtspolitik)

# Industriellenvereinigung

## The Federation of Austrian Industries

The Federation of Austrian Industries (IV) is the voluntary and independent representative of the interests of Austrian industry and its associated sectors. As a recognised partner of politics, the IV works towards the positive development of Austria. It represents the interests of its currently more than 5,000 members from the manufacturing sector, the banking industry, infrastructure and industry-related services in the federal states, the federal government and in Brussels. Efficient and focused, the IV provides a platform for its members to help shape industrial, economic and socio-political issues.

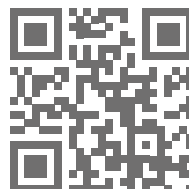
## Austria, the industrial country

Industry provides jobs, prosperity, progress and future for society. Every investment made by industry is an investment for generations. Like no other, the manufacturing sector has understood how to utilise structural change as an opportunity for growth in times of increasing globalisation. Like no other sector, industry is exposed to enormous international competitive pressure. And like no other sector, industry has succeeded in strengthening its competitiveness.

Today, Austria is one of the most modern industrial nations in the world. Industry and its related sectors are the foundation of economic success, general prosperity and high quality of life in the country.

## EU advocacy of the Federation of Austrian Industries

About two thirds of legislation relevant for the competitiveness of Austrian companies originates from EU legislation. The Federation of Austrian Industries has been an active and long-standing supporter of European integration. Hence, the IV founded its permanent Brussels Office as early as 1988, prior to Austria's EU membership. As IV's Department for European Affairs, the IV Brussels Office coordinates the involvement of the IV at European level, is in charge of relations with European policymakers and the EU institutions, and is the permanent Austrian representative at the European industry and employers' association BusinessEurope.



# Österreichische Vereinigung für gewerblichen Rechtsschutz und Urheberrecht – ÖV

The Austrian Association for the Protection of Industrial Property and Copyright (“Österreichische Vereinigung für gewerblichen Rechtsschutz und Urheberrecht – ÖV”) – which was founded 1958 – deals with a wide range of topics in the fields of intellectual property, copyright and competition law. The members of this independent and non-profit organisation based in Vienna are entrepreneurs, lawyers, patent attorneys, judges, university professors, public institutions and other entities. With about 180 members the ÖV has reached its highest level in recent years.



This Association publishes the renowned journal “Österreichische Blätter für gewerblichen Rechtsschutz und Urheberrecht (ÖBli)”, in which leading experts report on the latest case law and legal developments every two months. Together with the MANZ publishing house, the Association also organises the popular annual ÖBli-Seminar, which for 30 years has provided an up-to-date, practice-oriented overview of unfair competition, trademark, design, patent, copyright and antitrust law. The other discussion forums offered in various formats, such as the IP-Lunch held in smaller groups and the ÖV-Expert Talks, which regularly feature presentations by international experts, are very much in demand too. Apart from these events, the Association regularly issues statements on proposed legislation, providing valuable input from a practical and scientific perspective.

The Association is in close contact with international organisations such as the AIPPI (Association Internationale pour la Protection de la Propriété Intellectuelle) and the LIDC, whose Austrian national group is formed by the Association and was significantly involved in the realisation of this congress in Vienna (and also organized the last conference of the Ligue in 2009). The membership provides optional additional membership of these two associations.

The ÖV provides regular information about its activities on its website [www.oev.or.at](http://www.oev.or.at), where you can also find the latest news and reports. Furthermore, members regularly receive different newsletters by e-mail with current information.



# Schutzverband gegen unlauteren Wettbewerb

The Austrian Protection Association against Unfair Competition (“Schutzverband gegen unlauteren Wettbewerb”) has been a renowned institution for more than 70 years now and is regarded as one of the most relevant contact points for competition law in Austria. The non-profit and independent association is based in Vienna and counts more than 700 professional organisations from all sectors among its members. As a ‘guardian of fair competition’, it has engaged in fair competition and equal opportunities for all entrepreneurs since 1954.

The Association intervenes on the basis of complaints from its members and calls for cessation of anti-competitive behaviour. As Austria’s largest association for the promotion of economic interests of entrepreneurs under Section 14 of the **Austrian Unfair Competition Act (UWG)**, it has also contributed significantly to legal development by conducting several proceedings all the way to the Supreme Court. The Association is also represented in the Unfair Competition working group at the Austrian Ministry of Labour and Economics and at the LIDC (International Ligue of Competition Law).

Besides that, the Association is also active at European level and was the first Austrian organisation – and one of the first in Europe – to be appointed as a **Trusted Flag-**

**ger** under the Digital Services Act (DSA), with regard to unfair competition law and intellectual property protection. In addition, its CEO is responsible for the General Secretariat of the Austrian Association for the Protection of Intellectual Property (ÖV), which as the Austrian group of the LIDC was substantially involved in the organisation of the 2025 Congress.

Finally, the Association regularly reports on new jurisdiction and innovations in competition law. It publishes the annual journal ‘**Recht und Wettbewerb**’ (Law and Competition) and the popular “**Wettbewerbsfibel**” (Competition Handbook) as a practical and illustrated book on competition and antitrust law. It also provides regular updates on new developments in competition law on its website [www.schutzverband.at](http://www.schutzverband.at) and on LinkedIn with its long-time CEO **Hannes Seidelberger**.



[www.schutzverband.at](http://www.schutzverband.at)

# Baker McKenzie: Global Elite in Competition & Antitrust

## Your Trusted Competition Partner in CEE

In today's complex regulatory landscape, navigating competition law across Central and Eastern Europe requires both global expertise and deep local knowledge. Baker McKenzie's Competition & Antitrust Practice delivers precisely this combination.

As a Global Elite Competition Practice ranked by Global Competition Review for over a decade, our CEE team forms an integral part of our worldwide network of 300+ specialist competition lawyers across more than 40 countries, with deep bench-strength across Asia, the CIS, Europe, the Middle East, North America, Latin America and key jurisdictions in Africa.

## Comprehensive Service Offering

**One-Stop-Shop for Merger Control & FIR.** We deliver a highly tuned, cost-effective one-stop-shop service for global merger control and foreign investment review clearance. Our team untangles complex international requirements efficiently, freeing you to focus on the deal while we craft remedies packages for more complex transactions.

**Cross-Border Cartel Expertise.** Our extensive cross-border cartels experience in defending, applying for leniency and negotiating settlements drives results in minimizing exposure to civil and criminal sanctions and related damages claims. We mitigate risks during investigations, including dawn raids, to obtain immunity ahead of competitors.

**Innovative Digital Tools.** We share know-how and experience through innovative products including our award-winning Global Merger Analysis Platform, multilingual Global Dawn Raid App, and Distribution Antitrust Risk Tool to support clients with cutting-edge solutions.

**Regulatory Engagement.** We actively engage with regulators to help shape the regulatory and enforcement environment, convening ad-hoc industry alliances to ensure the business world speaks with one voice on key policy issues.

## Client-focused Approach

We are committed to working together efficiently and collaboratively with our clients. Our market strength allows us to create customized service packages based on specific client needs while managing costs effectively worldwide.

## What others say about us

*"They manage complexities calmly with careful scoping and prioritisation. We have never encountered a gap in capability or capacity. They have excellent commercial awareness and sensitivity to political and social developments."* Chambers Global

*"In terms of cartel work, the breadth of Baker McKenzie's world-leading practice is its strength."* Global Competition Review

**Baker  
McKenzie.**



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# BINDER GRÖSSWANG

**Binder Grösswang is a leading Austrian law firm** specializing in all areas of business law. Its successful strategy is based on outstanding professional expertise combined with a strong teamwork approach. More than 100 highly specialised legal experts work together in teams to provide national and international clients with comprehensive, business-oriented advice and individually tailored solutions. The firm has gained an excellent reputation for its sophisticated legal services, with its experts widely connected and ranking among the best in their respective practice areas.

**Competition Law:** Austria's Unfair Competition Act (UWG) protects businesses against unlawful commercial practices and ensures fair market conditions. Binder Grösswang provides comprehensive advice on the prevention and defense against unfair practices, as well as on the enforcement of claims. For example, in cases involving misleading advertising, unfair imitation, aggressive sales methods or protection of trade secrets. In digital markets in particular, issues such as comparative advertising and combating product piracy are gaining importance.

**Intellectual Property & Information Technology:** In the digital age, the protection of intellectual property is more important than ever. Our services cover the entire life cycle of intellectual property rights, from the development and registration of trademarks to portfolio management and representation in opposition and infringement proceedings. Particular focus is placed on combating product piracy, safeguarding domain rights, and navigating advertising law and e-commerce regulations.

In addition, we advise on copyright matters relating to traditional works and digital formats, including AI-generated content and digital platforms. Our expertise extends to drafting licensing and software agreements as well as ensuring compliance with data protection and IT law requirements. We also support clients in addressing legal challenges posed by new technologies such as AI, cloud computing, AI training, and data economy, including regulatory frameworks such as the Data Act and the AI Act.

National and international companies benefit from our tailored legal solutions that secure intangible assets and foster innovation in a dynamic digital environment. We protect creative achievements, safeguard brand value, and ensure fair competition—both nationally and internationally.

## Your contacts:



Dr. Ivo Rungg  
rungg@  
bindergroesswang.at



Dr. Michael Horak  
horak@  
bindergroesswang.at



BINDER GRÖSSWANG



[www.bindergroesswang.at](http://www.bindergroesswang.at)

# bpv Huegel – Strategic Legal Advice in the Heart of Europe



## Your Trusted Partner for Complex Legal Matters

In today's rapidly evolving economic and legal landscape, strategic legal counsel is a key factor in ensuring success. Since 1979, bpv Huegel has been recognized as one of Austria's leading corporate law firms, renowned for handling highly complex legal and tax matters. With a combination of specialized expertise, extensive experience, and strategic acumen, bpv Huegel is the trusted advisor for businesses navigating intricate legal challenges.

## International Expertise, Austrian Roots

Headquartered in the heart of Europe, with an office in Brussels, bpv Huegel

provides both national and international clients with top-tier legal services. The firm seamlessly integrates deep knowledge of Austrian law with a robust understanding of international business and tax law, making it the go-to choice for multinational corporations and domestic enterprises alike.

## Tailored, Efficient Solutions for Complex Challenges

With a team of over 70 highly qualified lawyers, bpv Huegel develops practical and effective legal strategies, always keeping clients' economic and business objectives in focus.

### bpv Huegel Stands for:

- Commitment: A dedicated team providing strategic, tailored legal solutions with an unwavering commitment to clients' needs.
- Quality: First-class expertise across all core areas of commercial law, including corporate, M&A, public commercial law, antitrust law, and complex tax matters.
- Efficiency: A business-oriented, results-driven approach to achieving optimal outcomes for clients.

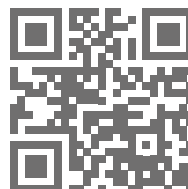
### What Clients Say About Us

*"Great communication, vast experience, down-to-earth approach."*

*"The team has a very solution-oriented and hands-on approach. They definitely know their stuff."*

As a leading legal advisor in Austria and beyond, bpv Huegel continues to set the standard for excellence in legal services, helping businesses navigate today's legal complexities with confidence and precision.

**bpv** HÜGEL



[www.bpv-huegel.com](http://www.bpv-huegel.com)

# CMS: Your trusted legal partner for IP and ACT

CMS Reich-Rohrwig Hainz is a leading law firm in Austria and CEE, offering a comprehensive range of legal and tax services backed by a strong team in Vienna and across nine offices in CEE. As part of the CMS network, one of the top 10 global law firms, we are represented in 49 countries and 85 offices worldwide.

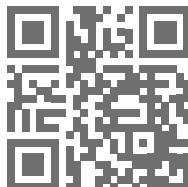
## Intellectual Property (IP): Protecting your company's most valuable assets

The success of any company is based on its unique ideas. By obtaining, defending and licensing intellectual property rights such as trademarks, designs, patents and utility models, know-how, and copyrights this potential becomes a financially measurable corporate asset. Our firm represents renowned brands across industries such as life sciences, pharmaceuticals, media, telecommunications, and consumer goods. Our IP experts assist in conducting AI-powered availability searches, registering and prosecuting trademarks and designs, and managing and monitoring IP portfolios. We also litigate trademark, design, patent, SPC, and copyright infringement as well as unfair competition cases. We regularly negotiate and draft IP agreements, such as license and franchise agreements.

## Antitrust, Competition and Trade (ACT): Your strategic advantage

Our ACT expertise goes beyond ensuring compliance and managing risks; it empowers clients to reach their strategic objectives in competitive markets. We are specialists across the full range of anti-trust, competition and trade matters with expert sub-groups specialising in specific areas within the wider competition and trade field, e.g. FDI/Foreign investment screening, state aid and (EU) foreign subsidies. Our clients range from large multinationals who frequently use our team as their ACT law firm of choice, to large family owned-companies and medium-sized companies as well as companies under public ownership, and federal and local governmental entities. We also advise Austrian brand owners and leading market players on competition compliance, including by providing competition law and dawn-raid trainings for their subsidiaries worldwide.

Our IP & ACT  
Team in Vienna:  
Egon Engin-Deniz,  
Gabriela Staber,  
Hans Lederer &  
Dieter Zandler  
(clockwise)



[www.cms-rrh.com](http://www.cms-rrh.com)

# FRESHFIELDS: Securing Your Innovation

Freshfields is a global firm with over 280 years' experience of anticipating change, setting new standards and shaping the future of law. In a complex world where new opportunities evolve quickly, we are a trusted, forward-thinking partner who can give clients the edge and help propel their ambitions.

We focus on working worldwide, leveraging our well-integrated global IP practice and Freshfields' global footprint as well as our StrongerTogether and IP Circle network of market-leading local law firms. Our practice works beyond traditional intellectual property and information technology issues to address the „cutting edge“ issues currently prevalent in the tech sector and beyond, such as platform regulation and artificial intelligence.

We have a strong client focus on tech, but our clients include many global industry leaders, regional champions from various industries as well as private clients. This allows us to be at the forefront of disruptive industry developments such as AI and quantum tech, AR/VR technology, 3D printing, and more generally the digitalisation of various segments.



**FRESHFIELDS**



[www.freshfields.com](http://www.freshfields.com)

# Gassauer-Fleissner

Gassauer-Fleissner is an independent law firm specializing in advising enterprises and entrepreneurs. Located in Vienna/Austria – serving clients from around the globe.



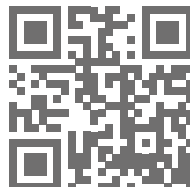
#### Core areas:

- Patent Litigation national & UPC
- Trademarks, Copyright, Design
- Unfair Competition Law
- IT, E-Commerce and Data Protection
- Pharma & Life Science
- Corporate Law and General Business Law
- Public Business Law and Procurement Law
- Employment Law

Consistently recognized by leading directories among the top tier Austrian law firms in IP Law.

**GASSAUER  
FLEISSNER**

Attorneys at Law



[www.gassauer.com](http://www.gassauer.com)

# GEISTWERT

**Geistwert** [gaist:wert] /Intellect value (noun) Compound word in German consisting of 'Geist' (intellect, intellectuality) and 'Wert' (value, property):

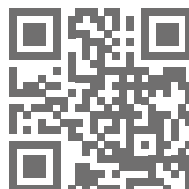
- 1.) Synonym and neologism referring to intellectual property and intangible rights in the broadest sense.
- 2.) Trademark of a Vienna-based law firm and competence center specialized in intellectual property and information technology (with attorneys Constantin Kletzer, Juliane Messner, Max W. Mosing, Alexander Schnider and Rainer Schultes).
- 3.) **geistwert** (adjective): this word (→ of intellectual value) is used by the eponymous firm to refer to the appreciation of *innovations, ideas, designs, intellectual feats, esprit, team spirit, precise thinking, clever solutions, and also ingenuity* (in the sense of the English word 'wit' which also alludes to humor).

At GEISTWERT, we are five lawyers whose shared interest for intellectual property and TMT brought us together. As experienced and recognized experts in the area of intangible rights and related fields, we founded GEISTWERT, a center of expertise. This law firm is able to work with a high concentration of a rare type of specialized knowledge, allowing it to keep a close watch on the everyday changes showing up on the radar in the highly volatile area of intellectual property, technology and media. As a veritable intellectual powerhouse, our main mission is to help clients and colleagues reach their goals in the best possible way.



## Testimonial

(Legal 500 EMEA TMT 2025):  
"We work with GEISTWERT on IP, IT and media transactions. They handle such matters perfectly, in my view better than any full-service firm because IP and technology-driven aspects are their core focus. We appreciate their partner-centred approach."



[www.geistwert.at](http://www.geistwert.at)

# HERBST KINSKY

Since its establishment in 2005, Herbst Kinsky has become one of Austria's leading commercial law firms. Its specialized and highly committed lawyers combine many years of experience gained abroad and in reputable Austrian law firms. The firm's practice covers a full range of services in all areas of commercial, corporate, civil and public law, including banking, insurance and capital markets, corporate and M&A, IP, IT and life sciences, merger control, antitrust and competition, data protection and data law, employment, as well as dispute resolution and arbitration.

A longstanding core practice of the firm focuses on the support of clients regarding their innovations – in particular in the field of intellectual property, IT & technology, data protection/data laws and competition.

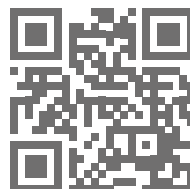
Herbst Kinsky is particularly renowned for its advice in trademark, unfair competition and copyright matters and representation of its clients in and out of court and before the patent and trademark offices, and likewise provides comprehensive advice in licensing matters – including patent, trademark, copyright and know-how licensing – particularly in the technology, start-up, biotech and life sciences sector.

Herbst Kinsky's clients in this field range from start-ups and scale-ups to established domestic and multinational companies, whom the firm supports in connection with all questions and transactions arising throughout their life cycle and those of their innovations and respective products.

Innovation is a matter of mindset – we are happy to assist you!



HERBST KINSKY



[www.herbstkinsky.at](http://www.herbstkinsky.at)

# KWR – Karasek Wietrzyk Rechtsanwälte

KWR Karasek Wietrzyk Rechtsanwälte is among the leading commercial law firms based in Vienna, advising national and international clients across all key areas of business law for over 20 years.

Through our strong global network of leading law firms, we offer coordinated and reliable support in cross-border matters.

Since 2023, KWR has been a member of unyer, an international alliance of respected law firms. This partnership enhances our international reach and fosters close collaboration across jurisdictions.

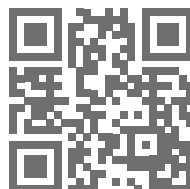


#### Chambers Europe 2025

*"The team is highly skilled but also incredibly responsive, ensuring that clients receive the support they need with efficiency and care."*

#### Legal 500 2025

*"We love and appreciate their pragmatic and solution-based approach – extraordinary!"*



[www.kwr.at](http://www.kwr.at)

# Schoenherr

Schoenherr is a leading international full-service law firm operating across Central, Eastern, and South-Eastern Europe (CEE/SEE). Established in Austria in 1950 by the IP Professor Fritz Schönherr, the firm was an early mover in recognising the growing importance and opportunities in these regions. Since opening its first international office in 1996, Schoenherr has built a robust presence, now active in 14 countries. The firm enjoys a global reputation for delivering high-end legal services across the region. Not only because of the firm's roots IP and Competition have always been important areas:

## Competition, EU & Foreign Trade

Schoenherr's competition, EU & foreign trade team advises clients across industries in the CEE/SEE region on merger control, FDI control, antitrust, and state aid matters at both national and European levels. From its Brussels office Schoenherr's eu & competition team furthermore advises clients on all aspects of EU law.

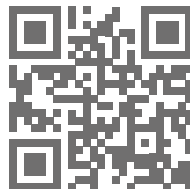
## IP & Unfair Competition

Schoenherr's intellectual property (IP) team takes a holistic, business-focused approach to brands, designs, inventions, creative works, and know-how. This extends to areas such as advertising, media, sports, and entertainment. Schoenherr's IP practice is made up of highly specialised, internationally recognised lawyers who are deeply embedded in the IP community. The group offers full ip & unfair competition coverage via the Schoenherr international offices throughout the CEE region.



For more detailed information about our legal services please visit <https://www.schoenherr.eu/capabilities/>

schoenherr



[www.schoenherr.eu](https://www.schoenherr.eu)

# Wolf Theiss – Your Legal Partner in CEE/SEE



Sign up to receive  
our latest updates  
and insights

For almost 70 years, Wolf Theiss has been at the forefront of legal advisory services in Central, Eastern and Southeastern Europe. With 400+ lawyers across 13 offices and a central European hub in Brussels, we seamlessly navigate the complexities of regional markets while delivering benchmarked legal solutions. Over 80% of our work is cross-border, supporting global clients in navigating legal and regulatory landscapes with confidence.

## Our Expertise – Your Advantage

We provide strategic legal counsel across a broad spectrum of industries, integrating legal precision with financial and business acumen. Whether advising on high-stakes transactions, regulatory challenges, or cross-border disputes, we deliver pragmatic, commercially driven solutions.

## CEE/SEE: A Region of Opportunity

Our deep-rooted presence in the region gives us unparalleled local insight. We anticipate legal and economic shifts, enabling clients to mitigate risks, unlock opportunities and achieve business success. With a collaborative approach and a focus on innovation, we ensure that legal complexities never stand in the way of growth.

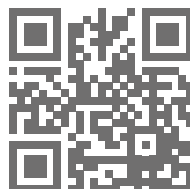
**Discover more**  
13 offices across  
CEE/SEE

**Legal Expertise**

- Banking & Finance
- Capital Markets
- Competition & Antitrust
- Corporate M&A
- Data Protection & Cybersecurity
- Dispute Resolution (Litigation & Arbitration)
- Employment
- Intellectual Property
- Life Sciences and Healthcare
- Public Procurement
- Real Estate & Construction
- Regulatory & Compliance
- Restructuring & Insolvency
- Tax
- Technology, Media and Telecoms
- White-Collar Crime & Investigations

Map locations: Brussels, Poland, Ukraine, Czech Republic, Slovakia Republic, Austria, Hungary, Slovenia, Croatia, Serbia, Romania, Bosnia & Herzegovina, Bulgaria, Albania.

# Wolf Theiss



[www.wolftheiss.com](http://www.wolftheiss.com)

# MANZ: Legal publishing & solutions

Manz'sche Verlags und Universitätsbuchhandlung, based in Vienna, is Austria's leading publisher of legal information.

## The MANZ range of products and services:

- Legal and tax literature: MANZ offers a wide range of literature for legal and tax professionals, including commentaries, journals, textbooks, and academic transcripts
- Online products: MANZ offers digital products and services, including their online legal database, RDB Rechtsdatenbank, which is updated daily. Coming up: an AI-based research chatbot based on legal LLMs.
- Seminars: MANZ provides specialised seminars for legal professionals in all fields.

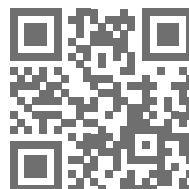
MANZ contributes to their customers' success by providing first-class legal literature. MANZ' customers are lawyers, law courts, notaries, authorities, lobbyists, business and real estate trustees, companies of all sizes, students of law and economics as well as scholars.

MANZ' Commentaries, form books, compendia and journals have become a vital part of Austrian legal and tax practice. Many textbooks and academic transcripts are still used for professional purposes long after graduating.

Founded in 1849, MANZ has been predominantly family-owned for five generations and continues to thrive as part of the MANZ Group — a modern media company of the 21st century.

Our mission is to provide cutting-edge legal knowledge and reliable resources to empower legal and tax professionals. With a strong focus on innovation, quality, and tradition, we continuously enhance our digital solutions to meet the evolving demands of the legal industry.

Discover more about our services and vision at [www.manz.at](http://www.manz.at).



[www.manz.at](http://www.manz.at)

# ABOUT THE LIDC

The International League of Competition Law (Ligue Internationale du droit de la concurrence - LIDC) focuses on the study of **competition law, intellectual property law and unfair competition law**. This international association is constituted by **National Groups** worldwide that agree with the LIDC's purposes and participate in its activities. Individual members from countries where no national group is currently constituted can also become a LIDC member.

The LIDC's objectives are:

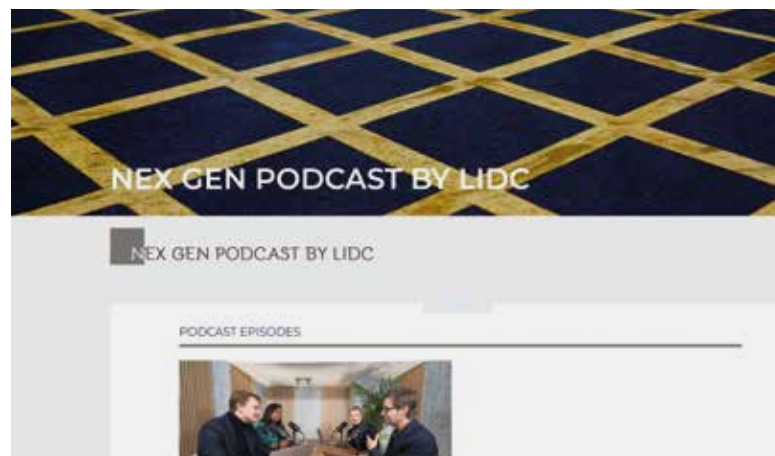
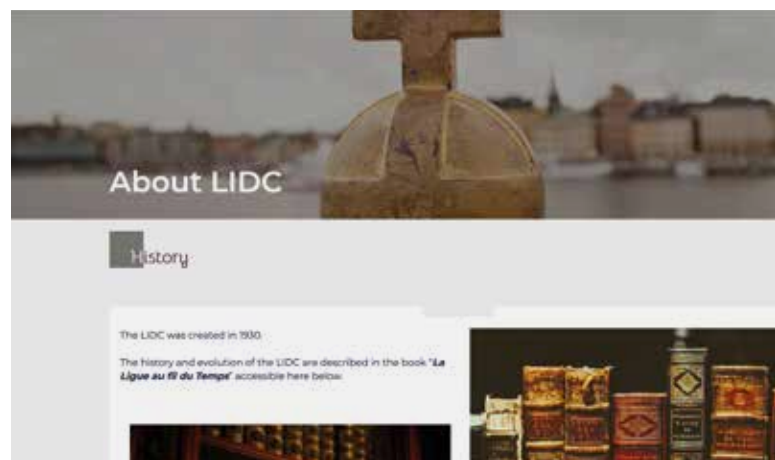
- to promote the principles of fairness and justice in competitive trade;
- to collect together information and documentation relating to (unfair) competition law and intellectual property law in various countries;
- to provide documentation and information on these subjects;
- to study and compare the legislation of the different member countries and to propose solutions for the problems faced in (unfair) competition and intellectual property law at both the national and the international level;
- to publish the principles formulated by the LIDC in the fields of competition law, intellectual property law and unfair competition;
- to research and defend the means of assuring freedom in commerce and business.

Every year, the LIDC organises an **international Congress** like last year 2024 in London and this year in Vienna. The LIDC further organises **Webinars** on competition law, intellectual property and unfair competition issues of relevance and interest for its members. Finally **Working Groups** are constituted to study in-depth certain legal developments.

The LIDC is a **Swiss association** governed by Article 60 et seq. of the Swiss Civil Code with its registered office in Geneva and its administrative office in Lausanne. The organs of the association are the General Assembly, the Council and the Bureau.

The Bureau comprises the **President, the First Vice President, the Vice Presidents, the former President, the Secretary General, the Treasurer General and the Reporter General** and their deputies as well as the person responsible for other specific tasks (**Officers**).

You can find detailed information under [www.ligue.org](http://www.ligue.org) or follow the LIDC on LinkedIn for more contents and news!



**LIDC**  
ASSOCIATION SWISS  
OF COMPETITIVE LAW

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## About LIDC

### Governance

The LIDC is a Swiss association governed by Article 60 et seq. of the Swiss Civil Code with its registered office in Geneva and its administrative office in Lausanne.

The origins of the association are the General Assembly, the Council and the Bureau.

### STATUTES OF THE ASSOCIATION

The LIDC's Statutes are the primary LIDC governing document that provide the general framework for the association's functioning. The Bylaws / Statutes govern the actions and decisions of the LIDC Bureau and Council.

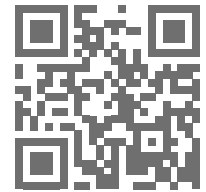
### LIDC BUREAU

The LIDC Bureau is entrusted with the LIDC's day-to-day management and the preparation of the Council meetings. The Bureau acts under the authority of the President and the Secretary General.

The Bureau comprises the **President, the First Vice President, the Vice Presidents, the former President, the Secretary General, the Treasurer General and the Reporter General and their deputies as well as the person responsible for other specific tasks (Officers).**

The Bureau is currently composed as follows:

 <b>Zoltan Barakonyi</b> President Hungary See bio	 <b>Nathalie Lobel-Lavtman</b> General Secretary UK See bio
 <b>Christophe Rapin</b> Past President Switzerland See bio	 <b>Jennifer Beal</b> Deputy General Secretary Germany See bio
 <b>Catrina Lam</b> First Vice-President Hong Kong See bio	 <b>Marianne Decker</b> Treasurer Luxembourg See bio
 <b>Pierre Coffinet</b> Vice-President Belgium See bio	 <b>Cecilia Toreim</b> Deputy Treasurer Nordic Group See bio
 <b>Anca Buta</b> Vice-President Romania See bio	 <b>Julia Suderow Rodriguez</b> Publications Officer Spain See bio
 <b>Muriel Chagny</b> General Rapporteur France See bio	 <b>Dominik Bajger</b> Communication Officer Czech Republic See bio
 <b>Felipe Barros Oquendo</b> Deputy General Rapporteur Brazil See bio	 <b>Jean Louis Fourgoux</b> Members extensions and integration officer France See bio
 <b>Collette Rawnsley</b> Past General Rapporteur UK See bio	 <b>Jason Legendra</b> Corporate Counsels Officer UK See bio



www.ligue.org



More information under [www.ligue.org/congress/2025](http://www.ligue.org/congress/2025)



Registration is open and the early bird discount ends on June 30<sup>th</sup> 2025

A registration form for the LIDC Congress 2025 Vienna. The form is divided into sections: PARTICIPANT, CONTACT, REGISTRATION FEES, and PANELS. The PARTICIPANT section includes fields for first name, last name, company/association, title, and nationality. The CONTACT section includes fields for telephone, e-mail, address, zip code, city, and country. The REGISTRATION FEES section shows four options: LIDC MEMBER (€1,100), REDUCED LIDC MEMBER (€700), NON-MEMBERS (€1,400), and NON-MEMBERS REDUCED (€1,000). The PANELS section includes a question about attending on October 10th and radio button options for Panel 2 and Panel 5.

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## REGISTRATION LIDC CONGRESS 2025 VIENNA

**PARTICIPANT**

FIRST NAME\*

LAST NAME\*

COMPANY / ASSOCIATION\*

TITLE\*

NATIONALITY\*

**CONTACT**

TELEPHONE\*

E-MAIL\*

ADDRESS\*

ZIP CODE\* CITY\*

COUNTRY\*

**REGISTRATION FEES**

<b>EARLY BIRD</b> (BEFORE 30/06/2025) €1,300 €1,100 <b>LIDC MEMBER</b>	<b>EARLY BIRD</b> (BEFORE 30/06/2025) €500 €700 <b>REDUCED LIDC MEMBER</b> <small>for academics / officers and young members up to 25</small>	<b>EARLY BIRD</b> (BEFORE 30/06/2025) €1,400 €1,400 <b>NON-MEMBERS</b>	<b>EARLY BIRD</b> (BEFORE 30/06/2025) €1,300 €1,000 <b>NON-MEMBERS REDUCED</b> <small>for academics / officers and young members up to 25</small>
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**PANELS**

On October 10th, you can choose between parallel Panels.  
I will probably attend:

11:45 - 12:45

Panel 2 Legal Issues in Sports  Panel 5 Green Advertising