

Society  
of European Contract  
Law

SECOLA

EC LAW  
OF MARKETING CONTRACTS  
AND FAIR DEALING



Invitation to Conference

London, 16th and 17th of May

Thursday, 16th of May

**I. A General Measure on Marketing Contracts?**

- 13.00 Welcome (Lord Bingham of Cornhill / Grundmann, Erlangen University)
- 13.20 1. Introducing the Topic (Collins, London School of Economics)
- 14.00 2. A General Framework Directive (Micklitz, Bamberg University)
- 15.00 Coffee
- II. The Duty of to Deal Fairly**
- 15.15 3. The Duty to Deal Fairly as the Core Duty Proposed (Alpa, Rome University 'La Sapienza' / de Nova, Turin University)
- 16.45 4. Can Fair Trading be Standardised? (Howells, Sheffield University)
- 17.45 Coffee
- 18.00 General Assembly
- 19.30 Dinner at Lincoln Inn

Friday, 17th of May

**III. Consumer Law and Competition Law**

- 9.30 5. Distribution Contracts in EC Competition Law (Stuyck, Leuven University)
- 10.30 Coffee

- 11.00 6. EC Competition Law and EC Consumer Law, How Related are they?  
- An Economic and a Legal Perspective (Gomez, Barcelona University / Grundmann, Erlangen University)

- 12.30 Lunch - Sandwiches

**IV. Institutional Implications and Enforcement**

- 13.30 7. Federal Rules on Enforcement (Cranston, MP, London School of Economics / Wilhelmsson, Helsinki University)
- 15.00 8. Federal Trading Standards Agency (Fages, Paris University II)
- 16.00 Coffee

**V. A Further Step Towards a European Contract Law**

- 16.15 9. Uniform Law? (Antoniolli Deflorian, Trento University)
- 17.15 10. Conclusions - Round Table - General Discussion (Chair: Bianca, Rome University 'La Sapienza')
- 19.00 End of the Conference

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