Establishing and Maintaining an International Compliance Program

Ximena Couret
Baker McKenzie LLP

Mark Forseth
Marriott Hotels International Limited

Tao Xu
DLA Piper LLP (US)

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Operational Compliance

- Brand Training
  - Translations
  - Training Compliance
- Quality Assurance
  - Site Inspections
  - Customer Feedback
- Product Standards vs Supplier Restrictions
Operational Compliance

- Local Advertising
  - Targeted Marketing to Promote the Franchisee’s Business
  - What Does it Mean in the Day of the Internet

- Customer Data
  - Personal Data
  - Privacy Interests
  - Government Regulation
Operational Compliance

- Changes in Ownership
  - Authorized
  - Unauthorized
- Development Agreements
  - Development Agreements and Schedule Compliance
  - Alternative Approaches to Encourage Multi-Unit Development
Government Filings

- The concepts of policy, standard, and procedure
- Different types of foreign governmental filings
- Why does planning ahead matter?
Government Filings

- Common issues to consider when making governmental filings abroad
  - What for? // What if I don’t?
  - What document?
  - Which language?
  - Timing?
  - How much?
  - Who is doing what?
Legal Compliance

☐ FCPA and Franchising

❖ What’s the problem?

❖ What are the consequences?

☐ Executive Order 13224

❖ Why should I care?
Legal Compliance

- Compliance tools
  - Due diligence
  - Policy and training
  - Contract provisions
  - People