

“POPOV, ARNAUDOV & PARTNERS”
LAW OFFICE

CCI FRANCE BULGARIE

MARKETING AND ADVERTISING – WHAT ARE THE LEGAL REGULATIONS?



The webinar will be held via Zoom

04.06.2020 from 17:00 to 18:00



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PROGRAMME

Introduction

Scope of regulation:

- marketing strategies,
- promotions,
- advertising visions and messages,
- hidden commercial communication

Non-compliance consequences

Requirements pursuant to the Competition Protection Act and the Consumer Protection Act

- Defamation of a competitor
- Prohibited comparative advertising
- Misleading advertising and commercial practices
- Promotions, gifts, unfair customer attraction

Requirements in special laws regarding certain products and services

Requirements in the field of self-regulation - mandatory Ethical Code

Q&A



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Presenters



Emiliyan Arnaudov

Managing Partner of “Popov, Arnaudov & Partners” Law Office

Emiliyan engages in the field of Corporate and Commercial Law since 2003 and is a member of the Ethical and Appeal Committee of the National Council for Self-Regulation, regulating advertising, since 2011. He is the co-author of two publications on competition protection for the International Comparative Law Guide for 2020.



Hristo Koparanov

Partner and Head of “Competition and Consumer Law” Practice in “Popov, Arnaudov & Partners” Law Office

Hristo has a long-term specialization in the field of competition and consumer protection. He has several years of work experience in the Commission on Protection of Competition and has implemented numerous consumer protection projects. Hristo consults various types of campaigns on compliance with the legal requirements of the Competition Protection Act and the Consumer Protection Act and represents clients before regulators on a daily basis. He is the co-author of three publications on competition and consumer protection for the International Comparative Law Guide for 2020.



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