

**Minutes of the ROWALA Meeting
Atlanta, 1st May 2004
10.00am – Westin Peach Tree Plaza**

In attendance :

| | | |
|--------------------|-----|--------------|
| Patrick Mirandah | PM | Malaysia |
| Peter Le Guay | PLG | Australia |
| Chris Job | CJ | South Africa |
| Femi Olubanwo | FO | Nigeria |
| Brenda Wood Kahari | BWK | Zimbabwe |
| Sharad Vadehra | SV | India |
| Vandy Vandehra | VV | India |
| Gladys Mirandah | GM | Malaysia |

Apologies :

Wilfred Wakely (Japan)

Marc Lim (Singapore)

David Chang (Taiwan)

| No. | Matters | Action Point |
|-----|---------|--------------|
|-----|---------|--------------|

| | | |
|-----------------|---|---|
| <p>1</p> | <p>Introductions</p> <p>PLG welcomes all ROWALA participants and proposed that the meeting to commence.</p> | |
| <p>2</p> | <p>Attendances</p> <p>6 regional members were present.</p> | |
| <p>3</p> | <p>Absenteeism</p> <p>3 absents with apologies. The following countries absent were Taiwan, Japan and Singapore.</p> | |
| <p>4</p> | <p>Matters at Hand</p> <p>a) Name Change to Regional Grouping</p> <p>The meeting started with CJ proposing that the members present consider if the old regional name of APALA was relevant in context of members from the African continents was also grouped into the Asian regional grouping. The regional president, PLG agreed with CJ observations and asked members present for an alternative name which can be proposed as an internal label under the umbrella of GALA. CJ proposed that the grouping be called ROWALA (acronym, Rest of the World Advertising Lawyers Alliance). This was seconded by PM and the motion was carried by a majority show of hands.</p> <p>b) Annual Meetings</p> <p>Regional members felt that cost and expenses in terms of time and money will make a second regional meeting within the same year very difficult. It was proposed by PM that the regional meetings be replace with a regional tele-conference call. So it was proposed by PM that the next regional tele-conference call be held in February 2005 by which time the next president would be PM.</p> <p>c) Promotion of GALA to the Region</p> <p>PLG proposed that each ROWALA member present contact professional associations and identify interesting prospects for SB to write and promoted GALA. SB offered to help draft letters that will go out on GALA letterheads with details of the ROWALA local members.</p> | <p>All members</p> <p>All members</p> <p>SB</p> |

| No. | Matters | Action Point |
|-----|--|---------------------------|
| | <p>d) GALA Website</p> <p>It was noted by SB that not all members have made reference to GALA on their websites. BWK pointed out that not all ROWALA members have websites. SB offered any assistance to ROWALA members to link the GALA website to ROWALA members' websites. ROWALA members to give SB their website details.</p> <p>e) Membership Issues</p> <p>PLG pointed out that the Amsterdam meeting in 2003 was a get to know meeting and learn about each other and the regional practices. PLG also noted that members from Japan, Taiwan, Singapore were absent at the Amsterdam meeting. The same group were also absent at this meeting. PM proposed that this problem be referred to the Executive Committee for directions and policy guidelines. FO suggested that more active members be recruited and CJ suggested that target countries in Africa would include Ghana, Tanzania, Kenya and Egypt and PM suggested in Asia, target countries would be Thailand, China, Indonesia, Hong Kong and Philippines.</p> <p>PLG also proposed that the policy for unclaimed countries should be as follows:-</p> <ul style="list-style-type: none"> i) The target members should be capable of advising on the substantive law of that country in-charge. ii) An existing ROWALA member can extend their services by using their branch offices or facilitation as a 3rd party in an unclaimed country. In the event of item ii) above, if an existing member wishes to apply an unclaimed country in the ROWALA region, the Executive Committee will have to give directions and policy guidelines to accept the existing member as a representative of the unclaimed territory. <p>SB to minute the above during the next Executive Committee Meeting and revert to the next president, PM.</p> <p>f) Election of New Offices Bearers</p> <p>PLG inform the meeting that his term as the ROWALA president expires in 31 December 2004. As PM is the President Elect, PM will assume the role of President effective 1 January 2005. PM then proposed that the new President Elect will have to be chosen for the term 2005 – 2006 to be</p> | <p>SB All members</p> |

| No. | Matters | Action Point |
|-----|---|--------------------|
| | <p>the No. 2. PM also proposed that the new President Elect be selected from members of the African country. It was unanimously agreed that CJ be the next President Elect.</p> <p>g) Other Matters</p> <ul style="list-style-type: none"> i) PM indicated that he has been invited to talk on ROWALA advertising issues at the ICOM Meeting to be held in Singapore in November 2004. PM also suggested that if any ROWALA members would like to participate actively in the ICOM Meeting in Singapore to get in touch with either SB or PM directly. ii) PLG also discussed the 'best friends" policy whereby members can approach ROWALA multinational clients and suggest ways of getting their interest in GALA. iii) ROWALA recognizes the importance of GALA headquarters and the role of SB in coordinating the efforts of GALA. A motion of thanks was proposed by PLG and seconded by PM with the approval of the group. <p>The meeting concluded with a note of thanks to PLG for his 2 years in office.</p> <p>The meeting also expressed their thanks to CJ for accepting the No. 2 position for the coming term. As no further matters were raised the meeting ended at 12.00 noon.</p> | <p>All members</p> |

Patrick Mirandah
Atlanta, 1st May 2004