

LEHMAN, LEE & XU



雷曼律师事务所

## PRESS RELEASE

### LEHMAN, LEE & XU ATTENDS FIRST INTERNATIONAL ADVERTISERS CONFERENCE IN BEIJING

**Beijing – November 20, 2007** – Lehman, Lee & Xu attended the First International Advertisers Conference in Beijing as the sole Chinese representative of the Global Advertising Lawyers Alliance (GALA). The China Association of National Advertisers (CANA) and the World Federation of Advertisers (WFA) hosted the event, “a very significant event in the history of the Chinese marketing community,” held from November 14 to November 16 at the Friendship Hotel.

The conference focused on issues that the \$384 billion industry faces as well as new methods to build successful advertising campaigns. Topics addressed ranged from marketing communication platforms to consumer-centric holistic measurements. Doug Wood, a partner at Reed Smith in New York and current chairman of GALA, spoke on the topic of “Responsible Marketing Communications: How Self-Regulation Can Complement Regulation.”

As the sole representative of GALA in China, Lehman, Lee & Xu addressed questions raised by attendees at the conference involving the complex legal issues that affect advertising and marketing specific to China.

Lehman, Lee & Xu is a prominent Chinese corporate law and professional services firm with offices in Beijing, Shanghai, Shenzhen, Hong Kong, Macau, and Mongolia. The firm is managed by Mr. Edward Lehman, a longtime China resident and leading expert on corporate law with twenty years of practice experience in Mainland China.

Global Advertising Lawyers Alliance is a consortium of lawyers located throughout the world who provide expertise and experience in advertising, marketing, and promotion law to corporations and individuals. Lehman, Lee & Xu has been a member of GALA since 2006.

To learn more about our firm, please visit our website at [www.lehmanlaw.com](http://www.lehmanlaw.com).