



AMERICAN FRIENDS OF  
**BUCERIUS**



**BUCERIUS**  
ACTIVITY REPORT  
2012



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## THE AMERICAN FRIENDS OF BUCERIUS

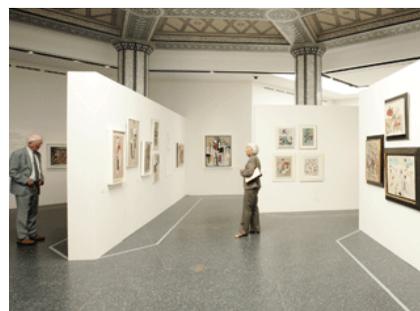
American Friends of Bucerius (AFB) is an independent, charitable 501(c)(3) organization established to develop and support the programs of the ZEIT-Stiftung Ebelin und Gerd Bucerius and its flagship initiatives, the Bucerius Law School and the Bucerius Kunst Forum.

We strive to provide an international knowledge-sharing platform for leading practitioners in business, law, and politics on critical issues, with a particular emphasis in the areas of:

- International law, and
- Global governance.

We also use our technical expertise to support other Germany-based non-profit institutions carry out activities in the United States.

The shifting political, economic, and legal global landscape poses daunting challenges for policymakers and business leaders around the world. Our work is grounded in the firm belief that finding solutions to these challenges requires open and interdisciplinary exchange among stakeholders who can share knowledge, build networks, and cooperate to find common solutions.



## **ZEIT-STIFTUNG EBELIN UND GERD BUCERIUS**

Gerd Bucerius (1906–1995) was a trailblazer of German post-World War II journalism with a passion for democratic engagement. As a young attorney he defended victims of national-socialist persecution, and was denied a career in the civil service because he was married to a Jewish woman. After World War II, Bucerius served in the first German Federal Parliament as a representative of the conservative Christian Democratic Union party (CDU), and remained a member until 1962. His most important journalistic achievement was the establishment of DIE ZEIT in 1946, which remains Germany's leading intellectual weekly newspaper to this day. Gerd Bucerius was deeply involved with DIE ZEIT all of his life, both as a journalist and as its publisher and adviser.

In 1971 Gerd Bucerius established the ZEIT-Stiftung Ebelin und Gerd Bucerius in order to further develop and nurture civil society in Germany. The ZEIT-Stiftung develops and promotes activities in research and scholarship, art and culture, and education and training. In the spirit of its founder Gerd Bucerius, it encourages the engagement of new perspectives, the crossing of boundaries, and innovation. Intercultural dialogue is at the center of the foundation's international activities, which span Central and Eastern Europe, Israel, India, and the United States. In 2000, the ZEIT-Stiftung Ebelin und Gerd Bucerius made a monumental stride in promoting scholarship, culture, and education through the establishment of Bucerius Law School, Germany's first private law school.

## **BUCERIUS LAW SCHOOL**

Bucerius Law School is renowned as a model for reforming German higher education, with a focus on international and practical learning. The school provides a new model for legal education that combines rigorous, practice-oriented training, foreign language acquisition, and a deep understanding of diverse legal cultures. Central to the vision of Bucerius Law School is the advancement of international legal education focusing on the world's economic centers: Europe, the United States, and China.

## **BUCERIUS KUNST FORUM**

Founded by the ZEIT-Stiftung Ebelin und Gerd Bucerius in 2002, the Bucerius Kunst Forum invites its visitors to take part in a stimulating encounter with artistic masterpieces. Interpreted from a contemporary perspective, international art from ancient to modern times is shown in four rotating exhibitions each year. Since its foundation, the Bucerius Kunst Forum has become one of the leading exhibition houses in northern Germany.

*“This century...will be the first time in history in which multiple versions of order and modernity coexist in an interconnected world...Multiple power centers, and the competing models they represent, will vie on a more level playing field. Effective global governance will require forging common ground amid an equalizing distribution of power and rising ideological diversity.”*

*– Charles A. Kupchan*

Dear Friends,

As the global landscape continues to shift, it is critical that diverse stakeholders with unique perspectives come together to devise the best way forward. This need to review and assess the new world, and find a place for international dialogue, has driven the activities of the American Friends of Bucerius since we opened our Manhattan office in 2009.

We are convinced that finding solutions to the challenges posed by a shifting global landscape requires open and interdisciplinary exchange of ideas among stakeholders who can share knowledge, build networks, and cooperate on innovative projects. Since our work in New York City began, our office has grown in scope and activities, expanding to examine not only the issues surrounding the law and legal profession, but also to engage in global governance, philanthropy, and sustainability.

In 2012 we continued our work, staging successful events, forums, and conferences with speakers across a wide spectrum of professions and backgrounds, including fifteen lecture events with thirty-two high-level lecturers and panelists.

But even as we celebrate our achievements, we remember that we could not have done any of this without the generous support of our individual and institutional partners. We have received donations and in-kind contributions from some of you, and partnered with others to expand the reach of our activities. Many of you attended the events, and some even participated as speakers, moderators, and panelists. Nothing we have accomplished in 2012 would have been possible without this kind of support and we are immensely grateful. Thank you!

A new year is upon us, but we have no intention of resting on our laurels – we continue our commitment to the global dialogue in the fields of international law and global governance. We plan to build on our current activities by continuing our roundtable events with current and new partners, and to expand in the field of global governance through outreach programs aimed at young global leaders.

As we move into 2013 we are optimistic, but the challenges that face us are big, and there is still much work to do. We hope that you will join us again as we strive to mold the global landscape to a vision of a better future.

Best regards,



Nina Smidt,  
President of American Friends of Bucerius



## PROGRAMS

### INTERNATIONAL LAW

AFB strives to support Bucerius Law School through innovative programs that bring attention to international legal education and practice. It provides a unique forum to facilitate exchange on international legal issues, such as the evolution of legal practice, the development of intellectual property, technology, and media governance, and the global legal landscape.



"LEGAL PRACTICE IS BECOMING, AND WILL CONTINUE TO BECOME, MORE AND MORE INTERNATIONAL, TO THE EXTENT THAT IT'S ALMOST RARE TO SEE PURELY DOMESTIC BUSINESSES WITH PURELY DOMESTIC LEGAL AND BUSINESS ISSUES. [AFB IS] AN EXCELLENT BRIDGE-BUILDING INSTITUTION...A FACILITATOR ENABLING MEMBERS AND PARTICIPANTS TO EXPAND THEIR HORIZONS, WIDEN THEIR EXPERIENCES, LEARN FROM OTHERS, ENGAGE IN MEANINGFUL DISCUSSION, AND DEVELOP LASTING, DEEP-ROOTED AND FRUITFUL INTERNATIONAL RELATIONSHIPS." *Mark S. Vecchio, Partner at Venable LLP*

## INTERNATIONAL LAW PROGRAM HIGHLIGHTS

### INTELLECTUAL PROPERTY, TECHNOLOGY, AND MEDIA

Intellectual property (IP) law is increasingly becoming a key issue for enterprises involved in world trade. Rapid technological development and the resulting business models have shifted the balance of interests among IP stakeholders. Consequently, demands are being placed upon IP law to find solutions tailored to the world's new realities. Bucerius Law School and AFB are contributing to the emerging global debate in this field by organizing lectures and discussions that feature international IP scholars and private-industry practitioners. In conjunction with partners DLA Piper, the German Center for Research and Innovation, RWTH Aachen University, and the German American Chambers of Commerce, Office for the Western U.S., AFB brings together experts and stakeholders to discuss and present ideas on cutting edge topics in international IP law.

In 2012, AFB worked together with DLA Piper and Bucerius Law School to establish the IP and Media Law Center to expand collaboration in this field. Past events have featured internationally renowned scholars such as Bernt Hugenholtz from University of Amsterdam, Jerome H. Reichman from Duke Law School, Graeme B. Dinwoodie from University of Oxford, and Michael W. Carroll from American University Washington College of Law, who discussed topics related to copyright piracy on the internet, patents and public health, trademarks in global digital networks, and the effect of copyright on creativity.

### THRIVING IN TODAY'S INTERNATIONAL PRACTICE

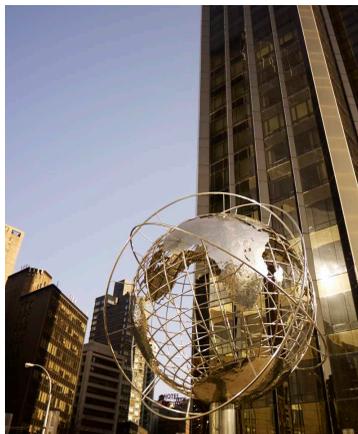
This discussion series addressed cutting-edge management and leadership issues for today's international lawyers, with a special focus on how the legal profession can adapt to changing client needs and expectations.

#### **EVENT: THE PFIZER LEGAL ALLIANCE PROGRAM (PLA)**

As part of the "Thriving in Today's International Practice" series, AFB and its partners hosted the Pfizer Legal Alliance (PLA), led by Ellen Rosenthal, Chief Council for the PLA. Rosenthal explained how her team had recalibrated the relationship between the Pfizer legal department and outside law firms over the last three years. The new cooperation between the company and outside counsel has reduced costs for both client and firms, while at the same time increasing efficiency, quality of work, and satisfaction among all parties.

During the event, participants were invited to learn about the process, ask questions, and discuss this innovative new approach. Hosted at the offices of AFB partner Venable LLP, the event featured three speakers: Ms. Rosenthal, Jeffrey Chasnow, Chief Counsel of the Emerging Markets Business Unit at Pfizer Inc., and John Dougherty, Partner at DLA Piper, and was moderated by Markus Hartung, Director of the Hamburg-based Bucerius Center on the Legal Profession.





## GLOBAL GOVERNANCE

AFB believes that responses to globalization, migration, and social cohesion, as well as the political and cultural repercussions of these issues, are best explored through an interdisciplinary approach. To promote transatlantic dialogue on issues of global importance, the AFB supports several programs that seek to bring academics, professionals, and policymakers together. Past initiatives have included *Global Mobility*, sponsored by the Carnegie Council for Ethics in International Affairs, and *Talking about China* and the *Transatlantic Global Agenda*, co-sponsored with the American Council on Germany. AFB has also organized roundtable events such as *Energy Supply and the Environment – U.S. and German Approaches* and *Sustainable Cities and Urban Development* with leading representatives from industry, local governments, and academia.

"THIS SERIES OF PRESENTATIONS AND DISCUSSIONS ALLOWS PARTICIPANTS TO ANALYZE DEVELOPMENTS AND TRENDS AROUND THE WORLD IN THE CONTEXT OF THEIR IMPACT ON THE UNITED STATES, GERMANY, AND GERMAN-AMERICAN RELATIONS, RESULTING IN A DEEPENING OF THE ANALYSIS. THE AFB'S SPONSORSHIP AND SUPPORT OF PROGRAMS LIKE THE *TRANSATLANTIC GLOBAL AGENDA* CAN ONLY BECOME MORE IMPORTANT IN THE FUTURE, AS POLITICAL, ECONOMIC AND TRADE RELATIONS AMONG COUNTRIES AND REGIONS OF THE WORLD BECOME INCREASINGLY INTEGRATED AND INTERDEPENDENT." *David W. Detjen, Partner at Alston & Bird LLP*



## GLOBAL GOVERNANCE PROGRAM HIGHLIGHTS

### TRANSATLANTIC GLOBAL AGENDA

Europe and the United States have a long tradition of working closely together. Given the wide-ranging agenda that today's leaders face, continued collaborative effort is a necessity. The *Transatlantic Global Agenda* discussion series, hosted jointly by AFB and the American Council on Germany with support from Alston & Bird LLC, focuses on foreign policy challenges faced by the transatlantic community. It asks how we can more effectively share expertise and benefit from an open exchange of ideas, particularly in the field of global governance, where no one "right" answer exists. Topics in this series have covered a broad range of geographical regions and subject themes, including politics, foreign diplomacy, energy, economics, and demographics in Asia, Latin America, Europe, and the United States.

#### **EVENT: PAKISTAN ON THE BRINK: THE FUTURE OF AMERICA, PAKISTAN, AND AFGHANISTAN WITH AHMED RASHID**

Ahmed Rashid, described by Christopher Hitchens as "Pakistan's best and bravest reporter," brought his unparalleled perspective of the vast and complex region of Pakistan and Afghanistan to a roundtable discussion in New York. Rashid, author of *Taliban: Militant Islam, Oil and Fundamentalism in Central Asia*, argued that the two failing states of Afghanistan and Pakistan pose perhaps the gravest threat to global security. Despite the negative factors impeding progress in the region, such as unstable politics, struggling economies, and high rates of corruption, Rashid was not entirely hopeless about the future of the region. He added that the Europeans are a key factor in finding solutions to the region's problems, as they can serve as a go-between to align the wide-ranging interests of the many parties involved. What the future holds remains an open question, but Rashid provided insights to the critical issues facing the region and offered hope for progress in peace and security.

#### **EVENT: WHY BRAZIL MATTERS: THE COUNTRY'S ONGOING TRANSFORMATION AND ITS REGIONAL AND GLOBAL ROLE WITH PAULO SOTERO & HELGA FLORES TREJO**

Brazil is one of the fastest-growing and largest economies in the world, which has made the country a new international player. Although Brazil has garnered plenty of global attention, there is still a lack of general understanding about the country and its new place on the world stage. At this discussion event, Paulo Sotero, Director of the Brazil Institute at the Woodrow Wilson International Center for Scholars, and Helga Flores Trejo, Nonresident Fellow at Brookings Institution and Principal External Relations Advisor at the Inter-American Development Bank, addressed Brazil's influence as a world actor. The discussion pivoted on the historical development of Brazil, and the domestic political impetus for growth and change in the present. Although Brazil's current president, Dilma Rousseff has directed attention and resources toward improving education and infrastructure, Brazil's leaders still focus on the country's economy, which continues to set the context for its relations with other countries, particularly the United States. In addition, Brazil faces regional and international challenges related to its new role as an emerging power, such as dealing with wariness from its neighbors over its growing strength in South America. As Brazilians are finding out, increased influence and economic strength does not automatically translate into effective partnerships with the neighboring countries.





## **URBAN TALKS – GREEN POLICIES: A TRANSATLANTIC CONVERSATION ON BEST PRACTICES**

The U.S. Consulate General Hamburg and the American Friends of Bucerius hosted the conference “Urban Talks – Green Policies: A Transatlantic Conversation on Best Practices” at Bucerius Law School. The conference was jointly organized by the U.S. Consulate General Hamburg, the National League of Cities, AFB, and Bucerius Law School, and received financial support from the German Ministry of Foreign Affairs and the Heinrich Böll Foundation. About 50 government officials, urban planning experts, academics, and journalists participated in discussions on sustainability initiatives in German and U.S. cities, speaking on topics ranging from comprehensive sustainability approaches to infrastructure, energy, and transportation. Speakers included mayors and council members from Salt Lake City, Utah, Dubuque, Iowa, St. Paul, Minnesota, Baltimore, Maryland, Los Angeles, California, and Cleveland, Ohio, as well as the Secretary of Urban Development and Environment from Hamburg, Germany, and other representatives from the United States Consulate General Hamburg and the Ministry of Urban Development and Environment.



“THE EVENT *ENERGY SUPPLY AND THE ENVIRONMENT – U.S. AND GERMAN APPROACHES* WAS A FANTASTIC OPPORTUNITY MADE POSSIBLE BY AFB. IT BROUGHT TOGETHER THE EXCITING GERMAN NATIONAL PROJECT OF ‘ENERGIEWENDE’ (ENERGY TRANSITION) WITH THE EXPERTISE OF NEW YORK’S FINANCIAL COMMUNITY, AND CALIFORNIA’S ENTHUSIASM AND EXPERIENCES WITH U.S. ENERGY POLICY.” *Dr. Kai Uwe Pritzsche, Partner at Linklaters LLP*

# AMERICAN FRIENDS OF BUCERIUS

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