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Patton Boggs and Defense Services Marketing Council to Host Forum on Easing of Iran Sanctions

Abu Dhabi, February 10, 2014 – [Patton Boggs](#) and the [Defense Services Marketing Council](#) (DSMC) will host The Global Defense Marketing Forum, an event focused on providing practical insight into the easing of sanctions against Iran and what that means for the defense, space and security businesses in the region. The event will be held February 17, 2014 from 11:30 a.m. to 1:30 p.m. at the Armed Forces Officers Club, Abu Dhabi.

The forum will feature a presentation by Patton Boggs partner Daniel Waltz, who assists companies and organizations engaging in cross-border transfers of goods and technology. Many of his projects touch on issues of United States international or trade policy. Mr. Waltz, who is based in Washington, D.C., also monitors continuing changes in U.S. foreign and trade policies and helps his clients anticipate and adapt to ever-changing U.S. legal and regulatory requirements as they affect international trade.

Members of DSMC can also participate in a separate Working Group discussion sponsored by Patton Boggs that will focus on the Impact of International Traffic in Arms Regulations (ITAR). The session, open only to DSMC members, will be held from 10:00 a.m. to 11:30 a.m. prior to the main presentation.

"The easing of sanctions against Iran has created hope and interest, but the new opportunities for businesses in the Middle East region created by the easing are limited. I am pleased to speak to the Defense Services Marketing Council and its members in order to share with them a better understanding of those opportunities which might arise and the potential to capitalize on them when it is legal to do so and approved by the respective governments involved," said Mr. Waltz of Patton Boggs.

"DSMC appreciates and clearly understands that Tehran is not open for business. What the marketing forum will seek to provide very transparently to our international members is meaningful insight from experts in the legal sector to provide an update into potential future opportunities resulting from the easing of sanctions against Iran, and how organizations can adapt to them, while strictly adhering to changing laws and regulations," said Matthew Cochran, Chairman of the Defense Services Marketing Council. "We're thrilled to have Dan as our guest and know that participants will benefit from his valuable perspective. Patton Boggs has tremendous experience in the international policy arena and we appreciate the firm's support."

There is no cost for DSMC members and associates to attend the Forum or Working Group, but advance registration is recommended due to limited seating. To reserve, visit the [DSMC events](#) page or email rsvp@defenseservicesmarketingcouncil.com.

ABOUT PATTON BOGGS

Patton Boggs is a leader in public policy, litigation and business law. The firm's core practice areas are government relations and lobbying, administrative and regulatory, commercial and transactional, litigation and dispute resolution, intellectual property and international law. From offices in Washington DC, New York, New Jersey, Dallas, Denver and Anchorage, and internationally in Doha, Riyadh and Abu Dhabi, nearly 450 lawyers and professionals provide comprehensive, practical legal counsel to clients around the globe. For more information about the firm and its attorneys, visit www.pattonboggs.com.

ABOUT THE DEFENSE SERVICES MARKETING COUNCIL

The Defense Services Marketing Council (DSMC), established in the UAE in 2009, is an exclusive, "by invitation only" collaborative organization of business development, public relations and marketing executives who represent Defense, Space & Security related companies and service providers seeking to do business in the Middle East region. DSMC has garnered local, national, and international acclaim with its hands-on nonprofit organization marketing and offers a unique opportunity for its global partners to work with DSMC members in Defense, Space and Security companies in policy areas such as Cyber Security Networks, Offsets & Industrial Participation, Nationalization, Middle East Studies, Business Development, PR & Marketing, National Security Studies, and Total Addressable Markets Analysis (TAM) focused on increasing DSMC Members Growth. For more information, visit www.defenseservicesmarketingcouncil.com.

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