



LAPADA

THE ASSOCIATION OF
ART & ANTIQUES DEALERS

26 February 2019

2019 LAPADA Annual Conference

Future proofing and Brexit planning top agenda at House of Lords



Over 100 delegates attended last week's **LAPADA Annual Conference** where passions for the past met the challenges of the future. LAPADA Chairman, Lord de Mauley, and LAPADA CEO, Freya Simms co-hosted a packed programme that explored a range of topical issues from the growing possibilities offered by digital marketing alongside succession planning and the new anti-money laundering regulations' requirements. Brexit was on everybody's minds, not least as Parliament TV showed live MP questions around future trade deals whilst the conference was in session.

Social media expert, Victor Benady, opened the conference by demonstrating the possibilities for dealers offered by the Instagram platform, which presents a cost-effective tool to reach a global audience base and one which can drive sales if used effectively. Following this, delegates were introduced to the legal complexities of succession planning by Hunters Solicitors and the variety of models to consider when handing over to the next generation, be they family or management.

The afternoon saw two important industry issues tackled: compliance around the new anti-money laundering regulations (fifth directive) and questions over impending Brexit and how the art and antiques market will be affected following 29 March, particularly in the case of No Deal. The former session identified the challenges of selling pieces to unidentifiable individuals, be it through companies or undertaking transactions remotely, and looked at the solutions offered by technology to ensure transparency and legal compliance. Ivan MacQuisten concluded the day with a lively interactive discussion around Brexit concerns with Gander & White and Rawlinson & Hunter providing invaluable guidance on how to prepare for the worse case 'No Deal' scenario.

**For press information or to request media delegate places contact
Cultural Communications on 0203 286 6980 or lapada@culturalcomms.co.uk**

Offering some lighter relief to an otherwise intense agenda, award-winning luxury editor, Lucy Cleland (Country & Town House) was in conversation with global hospitality and marketing expert, Julia Record of The Dorchester Collection, looking at how heritage brands keep relevant to an ever-changing audience and what dealers can learn from them by leveraging partnerships with complementary brands and how imagery is everything when it comes to engaging a millennial audience.

Freya Simms, LAPADA's CEO, commented, "This year's conference saw us tackle some big issues that affect not just our members, but our trade as a whole. We find ourselves in uncharted waters and, in common with industries up and down the country, we are trying to make sense of what lies ahead. The conference was an opportunity to get our members together to share their challenges and concerns, but also to inspire and uplift them. We were delighted to welcome such an esteemed group of speakers whose insights and expertise will enable our members to both trade and thrive over the months and years ahead."

ENDS

Supporting partners

The LAPADA conference was sponsored by Rawlinson & Hunter.

Supporting partners included Morrison Wealth Management, Senior Partner Practice of St James's Place; Besso Limited; Hunters Solicitors; Barnebys and ArcartaPay. Antiques Trade Gazette and Homes & Antiques were Media Partners.

About LAPADA

LAPADA, the Association of Art & Antiques Dealers is the largest society of professional art and antiques dealers in the UK. It is a trusted resource for private collectors and the art and antiques trade in the UK and 18 other countries around the world. Established in 1974, it boasts close to 500 members worldwide, who are experts in their fields, with specialities ranging from fine art, jewellery and furniture to contemporary works, sculpture and ceramics. Due to the Association's strict Code of Practice, clients are offered total reassurance when purchasing from a LAPADA member. LAPADA offers a referral service for any member of the public looking for a trusted dealer in a specific area, who is seeking quality and assurance of authenticity. It also offers industry advice and lobbies on issues affecting its members and good practice in the art and antiques trade. In 2015, LAPADA launched its newly developed website, which is the leading online marketplace for sourcing authentic art and antiques from trusted LAPADA-accredited dealers. lapada.org