

PwC Azerbaijan Times

Issue №9

Overview of this Issue:

- **Amendments to the Law of the Republic of Azerbaijan on Protection of consumers' rights**
- **Amendments to the Law of the Republic of Azerbaijan on Public Television and Radio Broadcasting**
- **PwC outlines the Workforce of the Future**



For any questions related to the information included herein, please contact:

Arif Guliyev, Managing Director, Tax & Legal Services Leader

arif.guliyev@pwc.com

Elchin Mammadov, Director, Head of Legal Practice

elchin.mammadov@pwc.com

Aysel Suleymanova, Marketing & Communications Leader

aysel.suleymanova@pwc.com

PwC Azerbaijan

The Landmark Office Plaza III | 12th Floor
90A Nizami Street
AZ1010 Baku | Azerbaijan

Tel: +994 12 497 2515
Fax: +994 12 497 7411

www.pwc.com/az



© 2018 PwC. The material contained in this alert is provided for general information purposes only and does not contain a comprehensive analysis of each item described. No representation/warranty is given as to the accuracy or completeness of the information in the publication. Before taking (or not taking) any action, readers should seek professional advice specific to their situation. No liability is accepted for acts or omissions taken in reliance upon the contents of this alert.

Amendments to the Law of the Republic of Azerbaijan on Protection of consumers' rights

According to the amendments, goods whose production (sale) is licensed and certified can be advertised only if supporting documents are available. In this case, the number, issuance date of the licence and certificate and name of issuing body should be specified in the advertisement

The damages suffered by consumers as a result of unfair, inaccurate and hidden advertising should be paid by the subject of advertising activities who found guilty according to court decision.

Amendments to the Law of the Republic of Azerbaijan on Public Television and Radio Broadcasting

According to the amendments, advertisements broadcast on public programs (broadcasts) should be easily understood and distinguished from visual (visual) and (or) acoustic (audio) elements of those programs (broadcasts).

Those who are sponsors of the program can broadcast sponsor advertisement.

Sponsor's name, activity area and information on its goods, trademark and company logo can be provided with visual or audio by showing news crawl. This total volume of information in sponsor advertisement should not be more than 2 minutes in each public program.

PwC outlines the Workforce of the Future

On 14 June 2018, PwC Azerbaijan held "Workforce of the future" business breakfast for HR specialists at JW Marriott Hotel Baku. The event was attended by over 40 professionals from leading state and private companies.

We are living through a fundamental transformation in the way we work. Automation and 'thinking machines' are replacing human tasks and jobs, and changing the skills that organisations are looking for in their people. These momentous changes raise huge organisational, talent and HR challenges – at a time when business leaders are already wrestling with unprecedented risks, disruption and political and societal upheaval.

Rena Rzayeva, People & Organization Leader at PwC Azerbaijan, shared

PwC Azerbaijan Times

Issue № 9

insights into how people think the workplace may evolve and how this will affect their employment prospects and future working lives according to “Workforce of the future” report.

She spoke about the megatrends, such as technological breakthroughs, demographic shifts, shifts in global economic power, how digital and artificial intelligence are changing work.

Rena has also outlined four different models of future work scenarios with huge implications for the world of work. Those organisations and individuals that understand potential futures, and what each might mean for them, and plan ahead, will be the best prepared to succeed.

For a better understanding of this topic, you can read our report by following the link below:
<https://www.pwc.com/gx/en/services/people-organisation/publications/workforce-of-the-future.html>

At PwC we build tailored people and organisation solutions to help our clients achieve their strategic ambitions creating lasting, differentiated value.