



Convened by:



5th Global Congress on Combating Counterfeiting and Piracy
Cancun, Mexico 2-4 June 2009

PROVISIONAL FRAMEWORK AGENDA
“Bridging Boundaries for Shared Solutions”

Day One: Tuesday 2 June 2008

08.00 -- 09.00

Registration and coffee

09.00 -- 09.15

Welcome and Opening

Introduction of Mexico Dignitaries and Leaders of Global Congress Founding Member Organizations

09.15 – 11.00

Keynote Speeches

Government and business leaders from Mexico and of the Global Congress Steering Group (INTERPOL, World Customs Organization (WCO), World Intellectual Property Organization (WIPO), the International Chamber of Commerce (ICC), the International Trademark Association (INTA) and the International Security Management Association (ISMA).

11.00 -- 11.30

Coffee Break

11.30 – 13.00

Keynote Speeches:

Dealing with Counterfeiting and Piracy in a Period of Economic Crisis

Leaders in the public and private sectors will present and discuss their views on the key issue of can and should be done about the global menace of counterfeiting and piracy during the current global recession, focusing on the following:

1. Will IP Protection be a priority for governments, businesses and consumers during this time of global economic instability and uncertainty?
2. Can the problem of counterfeiting and piracy wait until the global economy improves?
3. What can be done to maximize current resources and programs that are working and can be reapplied?

13.00 -- 14.00

Lunch

14.00 -- 14.30

Keynote Speech

The Impact of counterfeiting and piracy on small to medium sized enterprises

14.30 – 18.00

Challenge 1: Cooperation and Coordination

Over the years, Congress participants have reaffirmed that the global problems of counterfeiting and piracy are too great to be solved by individual governments, enforcement authorities, business sectors or companies. While some progress has been made, and there are an increasing number of achievements, the consensus is that more can, and should be done to improve cooperation and coordination among and between government authorities and the private sector.

This session will explore current global and regional initiatives on counterfeiting and piracy and their prospects for success. Case studies will showcase how the public and private sectors are working together to implement practical solutions.

Day Two: Wednesday 3 June 2009

08.00 -- 09.00

Registration and coffee

09.00 -- 11:00

Challenge 2 – Improving Criminal and Civil Legislation and Enforcement

In past Congresses, speakers and delegates have called on governments to further improve legislation dealing with the enforcement of IP rights, streamline procedures and implement already existing international obligations. There has also been broad acknowledgment that even if good laws are in place, they are often poorly enforced. In order to update national and regional IP protection regimes and to make the enforcement of intellectual property rights more efficient, decision-makers in the public and private sectors need to be made aware of the requirement to allocate additional human and financial resources. *This session, featuring speakers from the judiciary, legal and enforcement communities, will focus on the role and readiness of the judiciary and explore models of criminal sanctions.*

11.00 -- 11.15

Coffee Break

11.15 -- 13.00

Challenge 3: The Health and Safety Risks Counterfeit Products Pose to Consumers

Past Congresses have widely recognized that counterfeiting and piracy harm society in many ways that are not immediately obvious. This is particularly true for counterfeit medicines and over-the-counter drug products and consumer goods that are not tested to the same safety standards as genuine products. These fake products can seriously injure or even kill consumers, and at a minimum, do not deliver the expected and promised health benefits of the real products. In addition to health hazards presented by medicines, other consumer product categories, such as foods, beauty and health care products, agricultural products, fake auto parts and electrical goods, present significant risk including the fact that consumers often act in good faith and are not aware of, and therefore not in a position to assess, the risk. *This session will include public and private sectors speakers dealing with the enormous challenges and risks presented by the dramatic rise in counterfeit medicines, especially in the developing markets such as Africa. Experts will present examples of what is working and what challenges are getting in the way of progress, not only with regard to medicines and drugs but a range of other counterfeited goods that present health and safety risks to consumers and society in general.*

13.00 -- 14.00

Lunch

14.00 -- 15:45

Challenge 4: Building Anti-Counterfeiting Capacity and Capabilities

Successive Congresses have recognized that a country's effectiveness in protecting IP rights is partially dependent upon its capacity to enforce them. Therefore, in addition to prescriptions for better legislation, stronger enforcement and penalties, speakers also suggested methods for improving knowledge, enhancing training and developing skill capacities. *A number of public and private sector speakers will showcase their capacity building successes but will also address the substantial challenges ahead.*

15.45 -- 16.00

Coffee break

16.00 -- 17:45

Challenge 5: Raising Awareness on the Full Economic and Social Costs of Counterfeiting and Piracy

Over the years, many Congress speakers and delegates have addressed the need to increase public and political awareness and understanding of counterfeiting and piracy activities and the associated economic and social harm. They also agreed that as a matter of priority, young consumers should be educated about the dangers and consequences of the counterfeiting and piracy trade. Greater steps in raising awareness can lead to informed consumers that better understand the harms associated with purchasing and consuming counterfeit and pirated goods; likewise, well-informed policymakers are in a better position to make appropriate decisions, implement policies and allocate resources. *This session will feature a number of speakers from the public and private sectors showcasing their programs, successes and obstacles. A portion of the session will be dedicated to measuring the full cost of the illegal trade.*

Day Three: Thursday 4 June 2009

08.00 -- 09.00

Registration and coffee

09.00 -- 10.15

Challenge 6: Free Trade Zones and Transshipment Countries

At the Fourth Global Congress in Dubai, the Congress recognized the legitimacy and benefits of Free Trade Zones and the use of countries for transshipment purposes, but noted there is abuse by counterfeiters and organized criminal networks facilitating the movement of counterfeit and pirated goods into third countries. Speakers and delegates encouraged countries to develop and/or apply required legislation, appropriately enforce the legislation, develop risk assessment procedures and criminally punish traffickers of counterfeit and pirated goods. *Speakers in this session will present models of good practices, highlighting the difficulties faced by governments, enforcement agencies and the private sector.*

10.15 -- 11.45

Challenge 7: Collaborating on Fighting Counterfeiting and Piracy on the Internet – Are We Making Progress?

At the Fourth Global Congress, participants overwhelmingly recognized the importance and urgency of finding concrete and practical solutions to this challenge. Congress speakers emphasized that the internet is not “the Wild West” and there is an urgent need to implement concrete practical solutions to eliminate or at least significantly disrupt counterfeiting and piracy transacted over the Internet. This was considered a collective responsibility, requiring action from all including intermediaries and government authorities to enforce IP rights. *Speakers in this session will explore the following questions:*

- *What are, if any, key achievements in the last year in controlling counterfeiting and piracy over the Internet?*
- *What are the major roadblocks faced in combating the problem?*
- *What more is needed to make a meaningful impact?*
- *What are some practical best practices and case studies on how the various stakeholders have worked together to address counterfeiting and piracy on the Internet? What more is needed for effective practical collaboration and enforcement?*

11.30 -- 12.00

Coffee break

12.00 -- 13.30

Key Recommendations

Representatives of the 7 Challenge Sessions will present the key recommendations that have emerged from the discussions during their respective session. Roundtable discussion and questions from delegates will follow.

13.30 -- 14.00

Mapping the Road Ahead

Remarks from the leaders of the Global Congress Founding Organizations.

***** CLOSE*****