

**THIRD GLOBAL CONGRESS**  
**FOCUS AREA 2: PROMOTING BETTER LEGISLATION AND ENFORCEMENT**  
**STEPHEN WILLIAMS, UNILEVER – PANEL PARTICIPANT**

16.30 – 18.00	<p><b>Focus Area 2: Promoting Better Legislation and Enforcement</b></p> <p><b>Goal:</b> <i>Efficient Laws – Effective Enforcement</i></p> <p><b>Theme:</b> <i>Recent legislative initiatives to combat counterfeiting and piracy and their implementation, developments in dealing with free trade zones, and new practical solutions for law enforcement agencies. Emerging challenges. Actions required.</i></p> <p><b>Keynote Speeches:</b></p> <ul style="list-style-type: none"><li>□ Her Excellency Mrs. Lubna Al Qasimi, Minister for Economy and Commerce, Ministry of Economy and Commerce, United Arab Emirates (accepted)</li><li>□ Honorable Mr. Amos Wako, Attorney General, Republic of Kenya (accepted)</li><li>□ Mr. Hisamitu Arai, former Secretary General, Intellectual Property Strategy Headquarters, Japan (accepted)</li></ul> <p><b>Panel Discussion<sup>1</sup></b></p> <ul style="list-style-type: none"><li>□ Mr. Pierre Bertrand, Technical Officer, WCO (accepted)</li><li>□ Mr. Tai bok Lee, Director General of Korea Customs Service, Seoul (accepted)</li><li>□ Mr. Paul Lacerda, Director General, Brazil Federal Police, Brazil (Interpol to advise)</li><li>□ Mr. Stephen Williams, Senior Executive, Unilever</li></ul>
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**Key Messages**

- Pleased to be here to represent GBLAAC and my company, Unilever, in this important event.
- Add my thanks to WIPO for hosting this Third Congress and to Secretary General Idris for his personal involvement and support for this important event, and to Director General Danet of WCO and Director General Noble of Interpol for their continued personal involvement and support.
- Counterfeiting is a very serious issue for Unilever, and as noted earlier by my colleague from Daimler Chrysler, it is a critical issue for us because it impacts the health and safety of our consumers, and the trust they put in Unilever and Unilever brands.
- The keynote speakers have provided an excellent overview of how the problems of counterfeiting and piracy are impacting their countries and the steps they are taking or, in the case of Japan, proposing to deal with these issues. I applaud each of you and your initiatives.
- This panel is charged with responding to these keynotes and with presenting our own view...I understand, very briefly, Mr. Chair...and I would like to touch on just a couple of areas under that banner of Better Legislation and Enforcement that Unilever and the other members of GBLAAC believe require immediate attention and action.

- First, we believe that the type of new international instrument being proposed by Japan bears much more attention and study during the course of 2007. We are well aware of the issues involved in implementing new treaties, but we applaud Japan for presenting this provocative new approach, and believe it should prompt a serious dialogue about what instrument or new standards, or other form of international agreements, can be put in place to supplement TRIPS and other bi-lateral IPR agreements.
- Second, we are hopeful that the initiatives discussed by the representatives from the US and EC will be aggressively pursued over the coming year, and that these two major developed market governments will make even more progress in cooperating and collaborating on the fight against counterfeiting and piracy. The US-EU Working Group has agreed on an Action Strategy, and it is now time to fully engage the private sector in helping put this Strategy into concrete action steps.
- Third, the WCOs new border control standards present an important new tool in achieving the objective of stronger border protection and enforcement. Export and transshipment of counterfeit goods has become an enormous problem for most companies, and we must find ways to stop the traffic at the borders and track the illegal shipments back to the countries of origin and the criminal networks that produce, ship and assemble these illicit products.
- Fourth, as part of the crackdown on shipments and exportation of counterfeit goods, the governments controlling Free Trade Zones must now step up and engage on stopping the use of these FTZs as a safe haven for laundering counterfeit and pirated goods. We applaud INTA, IACC and other industry groups for the work they have done to document the problems being created in FTZs and proposing solutions such as a rating system of FTZs that would shine an international spotlight on those zones doing a poor job in protecting trademark and copyright owners, and the consumers they serve.
- Unilever and the members of GBLAAC recognize progress is being made against this critical issue, but clearly progress has been slower than any of us want.
  - As a positive example of progress, Unilever is also working in the wider context of Customs. We are a key member of BAFICAA (Business Action For Improving Customs Administration in Africa) - a private sector platform aiming to increase cross-border trade and the more efficient movement of goods. This important public-private partnership on the ground now supported in turn by the Investment Climate Facility (a new fund supported by World Bank, DFID etc but led by business). The first workshops have already been held in East Africa. This process is fully endorsed and co-ordinated with the WCO, whom we thank, and we are now looking to turn our attention to West Africa, passing on best practice and underlying philosophy. This should also lead to greater transparency and improved control.
- While we are encouraged by the steps that have been taken and continue to be taken since the First Global Congress, there is much yet to be done. We need more action and more aggressive action, and we need it now.
- In closing, I know I speak for Unilever and the other members of GBLAAC in confirming our ongoing commitment to work with the public sector to identify and implement the needed actions.
- In this regard, I want to endorse and reaffirm what was said earlier by my colleague from Daimler Chrysler regarding the merger of GBLAAC with the International Chamber of Commerce's new initiative, the Business Alliance to Stop Counterfeiting and Piracy...BASCAP. This combination of two leading organizations in the fight against counterfeiting and piracy will create a larger, more diverse and better resourced global industry organization to tackle these issues with renewed commitment and force. It will strengthen our ability to work with you and address the problems we all face. Our commitment remains strong, and I am very proud that

Richard Heath of Unilever will become Co-Chair of the BASCAP Steering Committee alongside David Benjamin of Universal Music.

- Thank you again to Mr. Idris, Mr. Danet, Mr. Noble for their involvement and support, and to the entire WIPO, Interpol, WCO organizations for their partnership.
- Thank you.