

Paris, February 2 and 3, 2011
Cité des sciences et de l'industrie



Building Respect for IP: Sustainable Solutions to a Global Problem

The Director General of the World Intellectual Property Organization, Mr. Francis Gurry, the Secretary General of INTERPOL, Mr. Ronald Noble and the Secretary General of the World Customs Organization, Mr. Kunio Mikuriya invite you to attend the Sixth Global Congress on Combating Counterfeiting and Piracy to be held in Paris on February 2 and 3, 2011.

Counterfeiting and piracy are global problems that affect us all. They threaten the health and safety of consumers, deprive national economies of vital tax revenues, embolden criminal organizations, and erode respect for intellectual property rights.

This Sixth Global Congress brings together

- government ministers and policy-makers
- business leaders
- senior law enforcement officials
- judges and lawyers
- stakeholders from intergovernmental organizations (IGOs) and nongovernmental organizations (NGOs)
- consumer groups
- members of academia

with the aim of building cooperation to enhance public awareness – and concerted action – to successfully confront these problems. They will seek to create a better understanding of the elements fuelling the trade in illegitimate goods and to develop sustainable solutions to stop it.

The Congress is structured to encourage maximum interaction and dialogue among the 800 expected participants. Discussion will cover a broad range of new issues, including:

- “knowing the enemy”: methodologies for measuring the scope of the problem
- breaking down distrust: keeping the balance between the rights of IP holders and the needs of governments and consumers
- respect for IP rights as a key component of sustainable development
- innovative options for financing enforcement
- responsible destruction: eco-friendly and socially equitable disposal of infringing goods
- corporate social responsibility: its role in nurturing respect for IP
- enforcement of IP rights in the context of social and economic welfare
- committing to help least developed countries in enforcing IPRs
- know your customer – protecting the supply chain to combat counterfeiting
- dealing with the growing problems of trade over the internet
- awareness and education – new approaches

Registration (from 18 October) at www.ccapcongress.net – a 20 percent discount is offered to those registering before November 30.

Inquiries, including information on sponsorships and exhibit opportunities, to parvis.hanson@ccapcongress.net

Hosted by:



Chaired by:



In partnership with:



WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

