



Convened by:



SAVE THE DATE

2- 3 February 2011 – Cité des sciences et de l'industrie, Paris, France

Sixth Global Congress on Combating Counterfeiting and Piracy *Building Respect for IP: Sustainable Solutions to a Global Problem*

Planning is underway for the Sixth Global Congress on Combating Counterfeiting and Piracy – mark your calendar and plan to attend this premier event for government officials, IP rights holders, IGOs and NGOs concerned about the global problem of product counterfeiting and piracy. For more information, please visit www.ccapcongress.net.

The global problem of counterfeiting and piracy is a growing concern for governments, consumers, IP rights holders and the public at large. It puts the health and safety of consumers at risk, deprives governments of needed tax revenues, emboldens criminal organizations, and erodes respect for intellectual property rights.

The Global Congress aims to build a better understanding of the elements fuelling the trade in illicit goods and to develop sustainable solutions to stop it.

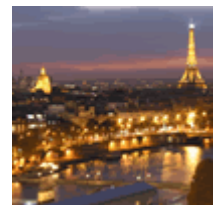
Participants at the Congress will explore inter alia:

- capacity building
- innovative financing for efficient IP enforcement
- importance of measuring the impacts of counterfeiting and piracy
- policy issues pertaining to the destruction of infringing goods
- health and safety issues
- role of intermediaries
- improvements in supply chain management
- links between enforcement of IP rights and sustainable development
- building respect for IP through competition law and Corporate Social Responsibility

Through these discussions, the Congress hopes to shape a balanced approach to the rights of IP holders and the needs of governments and consumers; and the costs of enforcement to governments and right holders alike.



6th Congress Venue
Cité des sciences et de l'industrie, Paris



Paris by night

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The Global Congress is a collaboration between World Intellectual Property Organization, World Customs Organization, INTERPOL, International Chamber of Commerce, International Trademark Association and International Security Management Association

With the underlying theme of *Building Respect for IP*, the Congress aims to build cooperation among all stakeholders to enhance public awareness – and concerted action – to successfully address this global problem.

Participants

Government ministers and policy-makers, business leaders, the judiciary and senior law enforcement officials, stakeholders from governmental and non-governmental organizations, consumer groups, as well as the academia and the legal fraternity will participate. The Sixth Global Congress will allow for plenary and breakout sessions to ensure maximum interaction and dialogue among the 800 expected participants

Simultaneous interpretations will be provided in English, French, Spanish and Russian

Further Information

Registration details will be available soon on the Congress website at www.ccapcongress.net

Inquiries about sponsorships, exhibit opportunities or other information about the Congress and its Steering Group can be sent to Parvis Hanson at parvis.hanson@ccapcongress.net

Chair



World Intellectual Property Organization

Local host



Institut National de la Propriété Industrielle of France

Global Congress Steering Group



INTERPOL



International Chamber of Commerce



World Customs Organization



International Trademark Association



International Security Management Association