



An ICC initiative
BASCAP
Business Action to Stop
Counterfeiting and Piracy



Global Congress on Combating Counterfeiting and Piracy

Fourth Global Congress on Combating Counterfeiting and Piracy

Dubai, February 3 - 5, 2008

PROVISIONAL AGENDA

Day One: Sunday 3 February 2008

08.00 -- 09.30

Registration and coffee

Delegates are invited to visit the exhibition

09.30 -- 10.00

Welcome and opening ceremony

Leaders of Global Congress Founding Member Organizations & Dubai Dignitaries.

- On behalf of the member organizations of the Global Congress on Combating Counterfeiting and Piracy, the Secretary General of the World Customs Organization and the current Chair of the Steering Group, Mr. Michel Danet, will introduce dignitaries from Dubai, the host country for the Fourth Global Congress.
- His Highness Sheikh Mohammed bin Rashid Al Maktoum, Ruler of Dubai, UAE Vice President and Prime Minister will open the Congress and welcome speakers and delegates from around the World.
- The Director General of Dubai Customs, Mr. Ahmed Butti Ahmed, will provide welcoming remarks.

10.00 -- 10.30

The Impact of Counterfeiting and Piracy on Small and Medium Sized Enterprises

As told by the owner/operator of a small business in West Africa, the hardships he and his employees have suffered due to an influx of counterfeit products in the region.

- Mr. Daouda Diouf – Director, Société Industrielle de Générateurs Electriques (S.I.G.ELEC), Senegal

10.30 -- 11.00

Coffee Break

11.00 -- 12.30

Keynote Speeches:

An Urgent Need to Better Respond to the Global Problem of Counterfeiting and Piracy

What are the priorities? What is being done? What needs to be done? Remarks from the leaders of the Global Congress Founding Organizations followed by roundtable discussion and a questions and answer session with delegates.

- Mr. Michel Danet – Secretary General World Customs Organization (WCO)
- Mr. Ronald K. Noble – Secretary General INTERPOL
- Mr. Michael Keplinger – Deputy Director General, World Intellectual Property Organization (WIPO)
- Mr. David Benjamin – Co-Chair Business Action to Stop Counterfeiting and Piracy (BASCAP) and Senior Vice President Anti-Piracy Universal Music Group
- Mr. Richard Heath – President-Elect International Trademark Association (INTA) and VP Legal – Global Anti-Counterfeiting Counsel, Unilever PLC

12.30 -- 14.00

Lunch

During the lunch break the Congress Organizers will brief the media

14.00 -- 16.00

Keynote Speeches:

An Urgent Need to Better Respond to the Global Problem of Counterfeiting and Piracy

Continued from the morning session – remarks from Ministers, high level policymakers and senior business executives.

- Mr. Sandro Calvani – Director, UN Interregional Crime and Justice Research Institute (UNICRI)
- Mr. Luc-Pierre Devigne – Head of Unit for Public Procurement and Intellectual Property, directorate General for Trade European Commission (EC)
- Mr Jacques Franquet – Security Vice President Sanofi-Aventis
- Mr. ZHU Gaozhang – Director General of International Cooperation of General Administration of China Customs
- Mr. Mohammed Al Haif – Director, GCC Customs Union Department, GCC General Secretariat.
- Mr. Masakatsu Koike – Vice Minister of Foreign Affairs, Japan
- Mr. Wayne Paugh – Deputy U.S. Coordinator for International Intellectual Property Enforcement, U.S. Department of Commerce
- Dr. Ana Lúcia Gomes Soares – Executive Secretary of the National Council on Combating Piracy and Intellectual Property, Brazil

16.00 -- 16.30

Coffee Break

16.30 -- 18:00: Challenge 1

The Challenges Facing Free Trade Zones and Transshipment Countries

Free Trade Zones and Transshipment Countries are confronted with specific legal, enforcement and practical problems: What are the latest trends? What kind of legislative provisions are required? Where are enforcement policies and procedures working and why? What more needs to be done and by whom?

- *Chair: Jef Vandekerckhove – Chair of the WCO SECURE Working Group and Vice President IP Creation and Counseling, Trademarks, Designs & Domain Names, Philips Intellectual Property Rights and Standards*
- His Excellency Sultan Bin Sulayem – Chairman Dubai World
- Mr. Marcos Bonturi – Head of the Structural Policy Division in the Directorate for Science Technology and Industry, Organization for Economic Development and Cooperation (OECD)
- Mr. Faisal Daudpota – Past Manager Anti-counterfeiting, INTA and Counsel, Al Tamimi & Company
- Mrs. Diaz de Vivar – Director General Customs, Paraguay

Day Two: Monday 4 February 2008

08.00 -- 09.00

Registration and coffee

Delegates are invited to visit the exhibition

09.00 -- 11:00: Challenge 2

The Health and Safety Risks Counterfeit Products Pose to Consumers

Increasingly and alarmingly, the traffic in counterfeit products, particularly medicines, poses a serious risk to the health and safety of consumers: What progress has been made in protecting consumers? What should consumers do and what do they need to be aware of, to better protect themselves? What are the priorities, roles and responsibilities of the public and private sector? Are there consumer and public health protection models in other sectors that may be relevant and adaptable?

- *Chair: Mr. Steve Allen – Senior Director Global Security Europe Middle East and Africa, Pfizer*
- Mr. Jorge Amigo – Director General of the Mexican Institute of Intellectual Property
- Mr. Michael Ellis – Global Head of Counterfeiting, Beiersdorf
- Mr. Ashley How – European Director, Pharmaceutical Security Institute (PSI)
- Ms. Paula Nelson – Vice President and General Counsel (Intellectual Property), Nestlé S.A.
- Dr. Valerio Reggi – Executive Secretary IMPACT Initiative, World Health Organization
- Mr. Rocky Rowe – Adviser Trade Issues, European Crop Protection Association

11.00 -- 11.30

Coffee Break

11.30 -- 13:00: Challenge 3

Building Anti-Counterfeiting Capacity and Capabilities

Developing countries and countries with emerging economies often face a wide array of constraints to implement effective measures against counterfeiting and piracy: What are the key elements of an effective capacity building strategy? What new, major initiatives have been launched and how are they working? What technical assistance is available to assist in promoting and protecting intellectual property? What are the challenges and future trends in this field?

- *Chair: Baroness Chalker of Wallasey – Africa Matters Ltd.*
- Mr. David Asante-Apeatu – Director Specialized Crime & Analysis INTERPOL
- Mr. Michael Prideaux – Director Corporate & Regulatory Affairs, British American Tobacco
- Mr. Pushpendra Rai – Acting Director, Intellectual Property and Economic Development Division, WIPO
- Mr. Michael Schmitz – Director Enforcement & Facilitation, WCO

13.00 -- 14.30

Lunch

14.30 -- 16:30: Challenge 4

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

More aware consumers and policymakers are central to the fight against counterfeiting and piracy, however, for many countries and enforcement agencies, this illegal trade remains a low priority and many consumers still view counterfeit and pirated products as an economic opportunity: What campaigns and messages have been successful? Do consumers have enough information on which to base their purchasing decisions and if not, where do they go to get the necessary information? Are policymakers sufficiently aware of the dangers and costs of this trade on society? What needs to be done to better motivate consumers, policymakers and enforcement agencies?

- *Chair: Mr. Jan Zijderveld – Chair of Unilever Middle East & Africa and current Chairman of the GCC Advertisers Association*
- Mr. Jack Chang – Quality Brands Protection Committee (QBPC) China and Senior IP Counsel GE Asia
- Mr. Jeff Hardy – BASCAP Coordinator, International Chamber of Commerce (ICC)
- Mr. Marc-Antoine Jamet – Chairman Union des Fabricants (UDF)
- Mr. Giovanni Kessler – High Commissioner to Combat Counterfeiting & Piracy, Italy
- Mr. John Tarpey – Director Global Communications, WIPO

16.30 -- 17.00

Coffee Break

17.00 -- 18.15: Challenge 5

The Growing Problem of the Sale of Counterfeit and Pirated Products via the Internet

A proliferation of counterfeiters and pirates are increasingly using the internet to conduct their illicit activities, from sales of counterfeit goods through internet stores and auction sites to file sharing: How and where can the sale of fake goods, ordered through the internet, be controlled? What are, or should be, the obligations of internet service providers, auction sites, postal services, couriers and other service providers to assist in reducing the sale of counterfeit and pirated products? What more should be done to stop illegal downloads and file sharing? What are the priorities for decision makers and enforcement authorities?

- *Chair: Mr. Bruce Longbottom – Associate General Counsel Trademarks, Copyrights and Information Technology, Eli Lilly*
- Ms. Nathalie Moullé-Berteaux – Director of Global Intellectual Property for the Fashion and Leather Goods Division of LVMH Moët Hennessy Louis Vuitton
- Mr. Graham Henderson – President, Canadian Recording Industry Association
- Mr. Bilal Khan – Customs and Airmail Expert International Bureau, Universal Postal Union
- Mr. Richard Nessary – Associate General Counsel, eBay Inc.
- Mr. Christophe Zimmermann – Co-ordinator for the Fight against Counterfeiting and Piracy, WCO

18.15

Gala Dinner

Day Three: Tuesday 5 February 2008

08.00 -- 09.00

Registration and coffee

Delegates are invited to visit the exhibition

09.00 -- 11.00: Challenge 6

Improving Criminal and Civil Legislation and Enforcement Measures

Some countries have insufficient counterfeiting and piracy legislation and even where effective legislation is in place, provisions for enforcement and adequate penalties are sometimes weak. The effectiveness of civil remedies has been limited by the fact that some companies will not pursue court action because of costs, the complexity of issues and the length of time involved in seeking a resolution: How can the punishment for IP theft be made more severe to provide a stronger deterrent? What options should be explored to improve the legal and enforcement framework systems? What does the private sector need to do to support these efforts?

- *Chair: Mr. Wolfgang Starein – Director Enforcement and Special Projects, WIPO*
- Mr. Noël Colpin – Administrator of Customs & Excise, Belgium
- Mr. David Finn – Associate General Counsel Worldwide Anti-Piracy and Anti-Counterfeiting, Microsoft Corporation
- Mr. KHOO Boon Hui – Commissioner of Police, Singapore and INTERPOL Executive Committee Member and Vice-President for Asia
- Mr. Abbas A. Makki – Director International Relations, Dubai Customs
- Mr. Omar Shteivi – Chair Brand Protection Group (Dubai) and Regional Intellectual Property Adviser, Nestlé
- Mr. Wang Zhi Guang Director IP Division of Economic Crime Investigation Department of the Ministry of Public Security, China

11.00 -- 11.30

Coffee Break

11.30 -- 12.45: Challenge 7

Strengthening Cooperation and Collaboration at the Global Level

Traders in counterfeit and pirated products operate globally, moving illegal goods from one country to another. Different borders with different laws and enforcement actions provide opportunities to exploit markets. Sharing information and developing cooperative systems among and between the public and private sectors are essential in building national, regional and international tools and capabilities: What global data systems exist and how do they work to the benefit of national enforcement authorities and the private sector? How essential are global databases in the fight against counterfeiting and piracy? What are some examples of good practices and can they be applied more broadly?

- *Chair: Mr. John Newton – Project Manager IP Rights Project, INTERPOL*
- Mr. David Howard – Chairman International Authentication Association (IAA) and Director, Product Protection, Global Brand Integrity, Johnson & Johnson Medical Device & Diagnostics
- Mr. Len Hynds – Head of Enforcement, International Federation of Phonographic Industries (IFPI)
- Mr. Marco Pautasso – Acting Director-Advisor, Technical Assistance and Capacity Building Sector, WIPO
- Mr. Michael Schmitz – Director Enforcement & Facilitation, WCO
- Mr. Boris Simonov – Director General Russian Patent Office ROSPATENT

12.45 -- 14.15

Lunch

14.15 -- 15.45

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.

15.45 -- 16.45

Mapping the Road Ahead

Remarks from the leaders of the Global Congress Founding Organizations.

- *Chair: Mr. Tapani Erling – Director General Customs, Finland and Chairperson of the WCO Council*
- Mr. Michel Danet – Secretary General World Customs Organization (WCO)
- Mr. Ronald K. Noble – Secretary General INTERPOL
- Mr. Michael Keplinger – Deputy Director General, World Intellectual Property Organization (WIPO)
- Mr. David Benjamin – Co-Chair Business Action to Stop Counterfeiting and Piracy (BASCAP) and Senior Vice President Anti-Piracy Universal Music Group
- Mr. Richard Heath – President-Elect International Trademark Association (INTA) and VP Legal – Global Anti-Counterfeiting Counsel, Unilever PLC

16.45 -- 17.45

Closing Ceremony

- Mr. Ahmed Butti Ahmed, Director General, Dubai Customs
- Mr. Michel Danet, Secretary General of the World Customs Organization and current Chair of the Global Congress Steering Group