

# **THE THIRD GLOBAL CONGRESS ON COMBATING COUNTERFEITING AND PIRACY**

## **“Shared Challenges – Common Goals”**

Hosted by the World Intellectual Property Organization (WIPO) and  
organized in co-operation with the Steering Group of the Global Congress  
on Combating Counterfeiting and Piracy

## **PROGRAM**

**Geneva, January 30 and 31, 2007**

**Day 1 – Tuesday, January 30, 2007**

08.00 – 10.00	<p><b>Registration and Coffee</b> Delegates are invited to visit the exhibition</p>
10.00 – 11.00	<p><b>Welcome and Opening Ceremony</b></p> <ul style="list-style-type: none"> <li>□ Dr. Kamil Idris, Director General, World Intellectual Property Organization (WIPO)</li> <li>□ H. E. Mr. Christoph Blocher, Federal Councillor, Federal Department of Justice and Police, Switzerland</li> <li>□ H.E. Mr. Teodor Baconschi, Ambassador, Senior Political Advisor to the President of Romania, Romania</li> <li>□ Mr. Michel Danet, Secretary General, World Customs Organization (WCO)</li> <li>□ Mr. Ronald Noble, Secretary General, International Criminal Police Organization (Interpol)</li> <li>□ Mr. Gerd T. Becht, Vice President and General Counselor, Daimler Chrysler A.G., Global Business Leaders Alliance Against Counterfeiting (GBLAAC)</li> <li>□ Mrs. Dee Ann Weldon-Wilson, President, International Trademark Association (INTA)</li> <li>□ Mr. Guy Sebban, Secretary General, International Chamber of Commerce (ICC)</li> </ul>
11.00 – 11.15	<p><b>Presentation: Counting the Cost</b> The economic impact of counterfeiting and piracy</p> <ul style="list-style-type: none"> <li>□ Mr. John Dryden, Deputy Director, Science, Technology and Industry, Organization for Economic Development and Cooperation (OECD)</li> </ul>
11.15 – 13.00	<p><b>Keynote Speeches</b> High-level representatives of governments, regional and international intergovernmental organizations and the private sector will address counterfeiting and piracy concerns, challenges and priorities for action.</p> <ul style="list-style-type: none"> <li>□ H.E. Mr. Xiong Xuanguo, Vice President, The People’s Supreme Court, China</li> <li>□ H.E. Dr. Bernd Pfaffenbach, Secretary of State, Federal Ministry of Economics and Technology, Germany</li> <li>□ Mr. Rufus Yerxa, Deputy Director General, World Trade Organization (WTO)</li> <li>□ Mr. Michael S. Keplinger, Deputy Director General, World Intellectual Property Organization (WIPO)</li> <li>□ Mr. Bob Wright, Chairman and Chief Executive Officer, NBC Universal (BASCAP)</li> <li>□ Mr. Thierry Stoll, Deputy Director General, Internal Market and Services, European Commission</li> </ul>
13.00 – 13.30	<p><b>Press Conference</b> Organizers and keynote speakers will brief the media  Delegates are invited to visit the exhibition</p>
13.30 – 15.00	<p><b>Lunch offered by ICC and INTA</b></p>

15.00 – 16.30	<p><b>Focus Area 1: Enhancing Cooperation and Coordination</b></p> <p><b>Goal:</b> <i>Turning Words into Action</i></p> <p><b>Theme</b> <i>The latest developments in cooperation efforts between the private and public sectors, between governments and among enforcement agencies. Remaining barriers. Next steps.</i></p> <p><b>Keynote Speeches</b></p> <ul style="list-style-type: none"> <li>□ H.E. Mr. Datuk Hj. Mohd Shafie bin Hj. Apdal, Minister, Ministry of Domestic Trade and Consumer Affairs, Malaysia</li> <li>□ Mr. Chris Israel, International Intellectual Property Rights Enforcement Coordinator, United States Department of Commerce, United States of America</li> <li>□ Mr. Mauro Masi, Professor and Chief of Cabinet of the Deputy Prime-Minister and Minister of Foreign Affairs, Italy</li> <li>□ Mr. Luc Pierre Devigne, Head of Intellectual Property Unit, Directorate General for Trade, European Commission</li> </ul> <p><b>Panel Discussion<sup>1</sup></b></p> <ul style="list-style-type: none"> <li>□ Mrs. Aline Lecadre, Criminal Intelligence Officer, Interpol</li> <li>□ Mr. Iain Grant, Head, Enforcement, International Federation of Phonographic Industry (IFPI)</li> <li>□ Mr. Amar Naseer, Head, Legal, Tax and Brands Protection, Unilever Ltd. and Secretary, Anti-Counterfeit and Infringement Forum (ACIF), Pakistan</li> </ul>
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>□ H. E. Mrs. Lubna Al Qasimi, Minister for Economy, Ministry of Economy and Commerce, United Arab Emirates</li> <li>□ The Honorable Mr. Amos Wako, Attorney General, Kenya</li> <li>□ Mr. Hisamitsu Arai, Senior Intellectual Property Analyst, former Secretary-General, Intellectual Property Strategy Headquarters, Japan</li> </ul> <p><b>Panel Discussion<sup>1</sup></b></p> <ul style="list-style-type: none"> <li>□ Mr. Pierre Bertrand, Technical Administrator, WCO</li> <li>□ Mr. Tai-bok Lee, Director General, Investigation and Surveillance Bureau, Korea Customs Service (KCS), Republic of Korea <ul style="list-style-type: none"> <li>▪ Mr. Stephen Williams, General Counsel, Unilever, United Kingdom (GBLAAC)</li> </ul> </li> </ul>

<sup>1</sup> Each of the sessions examining the four Key Focus Areas will feature a Panel Discussion. In these Panel Discussions, public and private sector representatives will react to ideas and recommendations emanating from the keynote speakers, discuss existing programs and new ideas and identify priorities for action. Delegates will be invited to participate.

18.00 – 20.00	<b>Reception offered by WIPO</b>
<b>Day 2 – Wednesday, January 31, 2007</b>	
09.00 – 10.00	<b>Coffee</b> Delegates are invited to visit the exhibition
10.00 – 11.30	<p><b>Focus Area 3: Building Capacity</b></p> <p><b>Goal</b> <i>Focusing Resources for Results</i></p> <p><b>Theme</b> <i>Progress in building capacity and capabilities. The need to pool resources for better results. Priorities for action.</i></p> <p><b>Keynote Speeches</b></p> <ul style="list-style-type: none"> <li>□ The Honorable Justice L.T. Harms, Judge, Supreme Court of Appeal, South Africa</li> <li>□ Mr. André Barcellos, Executive Secretary, National Council on Combating Piracy (CNCP), Brazil</li> </ul> <p><b>Panel Discussion<sup>1</sup></b></p> <ul style="list-style-type: none"> <li>□ Ms. Louise Van Greunen, Deputy Director, Enforcement and Special Projects Division, WIPO</li> <li>□ Mr. Mike Ryan, Professor and Director, Creative and Innovative Economy Center, George Washington University Law School, United States of America</li> <li>□ Mr. David Finn, Associate General Counsel, Worldwide Anti-Piracy and Anti-Counterfeiting, Microsoft, France (ICC)</li> <li>□ Mr. Alexander Birnstiel, Secretary, Intellectual Property and Entertainment Law Committee, International Bar Association (IBA)</li> </ul>
11.30 – 13.00	<p><b>Focus Area 4: Raising Awareness</b></p> <p><b>Goal</b> <i>Getting the Message Across</i></p> <p><b>Theme</b> <i>The latest efforts and success stories in raising awareness among consumers and generating political will to tackle counterfeiting and piracy.</i></p> <p><b>Presentations:</b> <i>Consumer awareness/attitude/opinions on counterfeiting and piracy</i></p> <ul style="list-style-type: none"> <li>□ Mr. Benoit Battistelli, Director General, National Institute for Industrial Property (INPI), France</li> <li>□ Mr. Christopher Stewart, Global Brand Manager, The Gallup Organization, United States of America</li> <li>□ Mr. Raaja Kanwar, Managing Director, Apollo International Ltd. and Vice Chairman, UFO Moviez, India</li> </ul> <p><b>Panel Discussion<sup>1</sup></b></p> <ul style="list-style-type: none"> <li>□ Mr. John Tarpey, Acting Director, Communications and Public Outreach Division, WIPO</li> <li>□ Mr. Timothy Tong Hin-ming, Commissioner, Hong Kong Customs and Excise, Hong Kong S.A.R., China</li> <li>□ Mr. Miguel Gutiérrez Cervantes, Director, Legal Department, Televisa, Mexico</li> <li>□ Mr. David Benjamin, Senior Vice President, Anti-Piracy, Universal Music</li> </ul>

	Group (UMG), United States of America, Vice-chair BASCAP.
13.00 – 15.00	<b>Lunch offered by Baker &amp; McKenzie</b>
15.00 – 15.15	<p><b>Keynote addresses:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> H.E. Mr. Mohamed Nabil Ben Abdallah, Minister, Ministry of Communication, Morocco</li> <li><input type="checkbox"/> Mr. Ibrahim El-Moallem, President of the Union of Arab Publishers, Egypt</li> </ul>
15.15 – 16.30	<p><b>Health and Safety Risks</b></p> <p><b>Goal:</b> <i>Joining forces for rapid action</i></p> <p><b>Theme</b> <i>The threats that counterfeits pose to human health and safety.</i></p> <p><b>Presentation:</b> Recent efforts to deal with health and safety risks</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Mr. Robert L. Mallett, Senior Vice President, Worldwide Public Affairs and Policy, Pfizer Inc., United States of America</li> </ul> <p><b>Panel Discussion<sup>1</sup>:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Mr. Philip Onagwele Emafo, President, International Narcotics Control Board (INCB)</li> <li><input type="checkbox"/> Mr. Valerio Reggi, Coordinator, Medicines Regulatory Support Team and Executive Secretary, International Medical Products Anti-Counterfeiting Taskforce (IMPACT), World Health Organization (WHO)</li> <li><input type="checkbox"/> Mrs. Beate Lalk-Menzel, Senior Intellectual Property Counsel, Daimler Chrysler A.G., Germany (GBLAAC)</li> <li><input type="checkbox"/> Mr. Brian Monks, Vice President, Anti-Counterfeiting Operations, Underwriters Laboratories Inc., United States of America</li> </ul>
16.30 – 17.45	<p><b>Moving Forward:</b> <i>Many ideas will emanate from the keynote speeches, panel discussions and from the floor over the two-day Congress. In this interactive session, panelists and delegates will identify actions that should be taken and the challenges remaining.</i></p> <p><b>Panel:</b> <i>Representatives of the Global Congress Steering Group organizations will join a number of panelists and other experts to discuss ideas with delegates and how to move forward in combating counterfeiting and piracy.</i></p> <p><b>Moderator:</b> The Honorable Mr. James Bacchus, Chairman, Global Trade Practice Group, Greenberg Traurig, Attorneys at Law, former Chairman of the WTO Appellate Body</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The Honorable Mr. Amos Wako, Attorney General, Kenya</li> <li><input type="checkbox"/> H.E. Mr. Datuk Hj. Mohd Shafie bin Hj. Apdal, Minister, Ministry of Domestic Trade and Consumer Affairs, Malaysia</li> <li><input type="checkbox"/> H.E. Mrs. Rita Hayes, Ambassador, former Deputy Director General of WIPO</li> <li><input type="checkbox"/> Mr. Nils Montan, President, International Anti-Counterfeiting Coalition (IACC)</li> <li><input type="checkbox"/> Mr. John Anderson, Chairman of the Global Anti-Counterfeiting Network (GACG), Consultant in IPR Enforcement Strategy and Communication, United Kingdom</li> </ul>

	<ul style="list-style-type: none"> <li>□ Mr. Bruce Longbottom, Associate General Counsel Trademarks and Copyrights, Eli Lilly, United States of America, representing INTA and GBLAAC</li> </ul>
17.45 – 18.00	<p><b>Closing Remarks</b>  Congress Chair – Mr. Tom Clark, Journalist , Washington Bureau Chief for Canadian Television News (CTV)</p> <ul style="list-style-type: none"> <li>□ Mr. Michel Danet, Secretary General, WCO</li> <li>□ Mr. David Gork, Director, Specialized Crime, Interpol</li> <li>□ Mr. Guy Sebban, Secretary General, ICC</li> <li>□ Mrs. Dee Ann Weldon-Wilson, President, INTA</li> <li>□ Mr. Richard Heath, Vice-President, Legal-Global Anti-Counterfeiting Counsel, Unilever, GBLAAC</li> <li>□ Mr. Wolfgang Starein, Director, Enforcement and Special Projects Division, WIPO (Chair of the Global Congress Steering Committee)</li> </ul>