

Seventh Global Congress on Combating Counterfeiting and Piracy

EVOLVING CHALLENGES - INNOVATIVE RESPONSES

Held under the High Auspices of H.E. Prime Minister Recep Tayyip Erdoğan

The Global Congress on Combating Counterfeiting and Piracy, which will take place in Istanbul from 24 to 26 April 2013, is organized by the World Customs Organization (WCO), the World Intellectual Property Organization (WIPO) and INTERPOL, in partnership with the International Trademark Association (INTA) and the International Chamber of Commerce / Business Action to Stop Counterfeiting and Piracy (ICC/BASCAP).

Turkish Customs, supported by the Union of Chambers and Commodity Exchanges of Turkey (TOBB), is graciously hosting the seventh Global Congress.

This high-level event attracts over 1,000 participants from government ministers and policy makers, to business leaders, senior civil servants and law enforcement officers, as well as judges and lawyers, consumer groups and members of academia, including senior security and anti-counterfeiting decision-makers, brand owners, trademark counsel and specialist investigators, as well as representatives from intergovernmental organizations (IGOs) and nongovernmental organizations (NGOs).

Key speakers include: Dr. Kunio Mikuriya, Secretary General of the WCO, Dr. Francis Gurry, Director General of WIPO, Mr. Ronald K. Noble, Secretary General of INTERPOL, Ms. Toe Su Aung, 2013 President of INTA and Ms. Shelley Duggan, Co-Chair of ICC/BASCAP.

Turkey will be represented by Mr. Ömer Çelik, Minister of Culture and Tourism, and Mr. Hayati Yazıcı, Minister of Customs and Trade, as well as senior government officials and high-level industry delegates.

The Seventh Global Congress builds on the successes of past Congresses. An array of top-notch moderators and speakers will address the theme: "Evolving Challenges – Innovative Responses" in a number of key sessions covering a variety of issues that impact on the fight against counterfeiting and piracy and efforts to promote respect for IP.

Chaired by:



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Sessions

Master of Ceremonies: Ece Vahapoglu

DAY 1 (Wednesday, 24 April 2013)

FROM PARIS TO ISTANBUL – EVOLVING CHALLENGES AND INNOVATIVE RESPONSES

This session will set the stage for the agenda of the Seventh Global Congress:

- What has happened since the Sixth Global Congress in Paris in February 2011?
- What can be done to promote the value of IP?
- What is the impact of current economic climate in combating counterfeiting and piracy?
- Has there been real progress in addressing counterfeiting and piracy through a balanced approach?
- How has the Internet impacted public opinion, awareness and policy efforts?
- Has there been an increase in criticism of IP rights and IP protection and what is causing this trend?

Featured speakers:

- Yves Lapierre, Director General, INPI, France (TBC)
- Gaozhang Zhu, Director, Compliance and Facilitation, WCO

BUILDING RESPECT FOR IP

This session will address various ways to stimulate and foster an enabling environment that promotes respect for IP in a sustainable manner:

- New initiatives in education and awareness-raising
- Measuring the scope and impact of counterfeiting and piracy
- Equitable disposal of infringing goods
- Corporate Social Responsibility in the context of nurturing respect for IP
- Enhancing cooperation with partner organizations and right holders

Featured moderator and speakers:

- Orhan Gencebay, Turkey
- Louise van Greunen, Director, Building Respect for IP, WIPO
- Mohd. Roslan Bin Mahayudin, Director of Enforcement, Ministry of Domestic Trade, Cooperatives, and Consumerism, Malaysia
- Keith Maskus, Associate Dean for Social Sciences, University of Colorado, USA

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- Kakuko Nagatani-Yoshida, Policy & Enforcement Officer (Ozone), UNEP Regional Office for Asia and the Pacific

SUPPLY CHAIN SECURITY – CONNECTING THE DOTS BETWEEN SUPPLY AND DEMAND

This session will explore ways to connect the dots between supply and demand of counterfeit and pirated goods:

- How could recent endeavours by law enforcement agencies and the private sector address this issue?
- The role of intermediaries
- Public-private partnerships for timely and accurate exchange of information as a key element to increased supply chain security

Featured moderator and speakers:

- Daniel Hubert, Digital Coding and Tracking Association
- D'Arcy Quinn, Director, Anti-Counterfeiting, CropLife International, Belgium
- Paul Rawlinson, Partner, IP Department, Baker & McKenzie, UK

CAPTURING THE ELUSIVE INFRINGER ON THE INTERNET

This session will examine progress on how enforcement officials and right holders are addressing counterfeiting and piracy on the Internet through collaboration:

- Identification of websites providing infringing / illicit goods
- Internet sales: the role of postal services/express freight moving small consignments
- Current joint efforts to address counterfeiting and piracy on the Internet
- Future and emerging challenges to online enforcement, such as expansion of generic top-level domains (gTLDs)

Featured moderator and speakers:

- Bob Barchesi, President, International Anti-Counterfeiting Coalition, USA
- Candice Li, External Relations Manager, Anti-Counterfeiting, INTA
- William Ross, National IPR Center, USA

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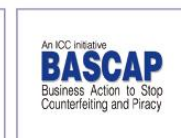
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EVOLVING NATURE OF COUNTERFEITING – WHAT IS THE IMPACT ON FUTURE PUBLIC HEALTH AND SAFETY?

This session will look into increased efforts and remaining challenges to stop the flow of fake goods posing a potential risk to public health and safety since the last Congress:

- Highlighting multiple risks of fake health products to public health and safety
- Expansion of the threat to a wide array of consumer products
- Recent efforts and joint projects and actions in the protection of health and safety
- Remaining challenges

Featured moderator and speakers:

- Michael Ellis, Global Brand Protection Manager, Beiersdorf A.G., Germany
- Michele Forzley, JD, MPH, Global Public Health Lawyer & Professor, Widener School of Law, USA
- Aline Plançon, Head, Medical Product Counterfeiting and Pharmaceutical Crime (MPCPC) Unit, INTERPOL
- Luke Au Yeung, Deputy Commissioner, Customs and Excise Department, Hong Kong, China

DAY 2 (Thursday, 25 April 2013)

AWARENESS AND EDUCATION

This session will explore the latest research, including case studies, on consumer awareness and attitudes in relation to counterfeiting and piracy:

- Innovative strategies to change public perceptions on counterfeiting and piracy
- New initiatives by governments, IGOs, industry associations and public-private collaboration
- Key lessons and principles

Featured moderator and speakers:

- William Dobson, Deputy Director, ICC/BASCAP, France
- Paul Maier, Director, OHIM
- Pelin Mavili, Executive Director, ICC Turkey, Turkey
- Anil Rajput, Chairman, FICCI CASCADE, India

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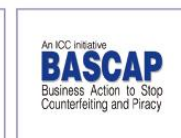
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OPERATIONAL ENFORCEMENT ACTIVITIES IN THE CONTEXT OF CUSTOMS

This session will illustrate what has been identified and achieved as a result of capacity building for Customs – a key entity on the frontline in the fight against counterfeiting and piracy:

- New regional trends and patterns in counterfeiting and piracy
- Enforcement techniques and tools
- Latest achievements through operational border enforcement activities
- What can be done to address emerging and evolving challenges?

Featured moderator and speakers:

- Kondi Charles Agba, Minister of Health, Togo (TBC)
- Ricardo Echegaray, Federal Administrator of Public Revenues, Administración Federal de Ingresos Públicos (AFIP), Argentina (TBC)
- Mehmet Güzel, Deputy Undersecretary, Ministry of Customs and Trade, Turkey
- Vanco Kargov, Director General, Ministry of Finance, Customs Administration, The Former Yugoslav Republic of Macedonia
- Jean-Luc Moreau, Global Head Product Security, Novartis, Switzerland
- Vu Ngoc Anh, Deputy Director General, Vietnam Customs
- Christophe Zimmermann, Senior Technical Officer, Compliance and Facilitation Directorate, WCO

DETERMINING JURISDICTION IN CROSS-BORDER CASES

The session will shed further light on different legal traditions and recent case law developments in determining jurisdiction in IP cases:

- Globalization and cross-border IP cases
- Conflict of Laws in IP cases
- Challenges in determining jurisdiction

Featured moderator and speakers:

- Owen Dean, Chair of Intellectual Property Law, University of Stellenbosch, South Africa
- Rochelle Dreyfuss, Pauline Newman Professor of law, NYU School of Law, USA
- He Fang, Partner, Rouse & Co. International LLP, China
- Michael Fysh QC, SC, United Kingdom
- Annette Kur, Max Planck Institute for Intellectual Property and Competition Law, Germany
- J. Christian Wichard, Deputy Director General, WIPO
- Hazal Zengingül, Intellectual and Industrial Property Rights Court Judge, Ministry of Justice, Turkey

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THE TURKISH EXPERIENCE

The session will provide an opportunity to understand the current status and consider the future of IP protection in Turkey:

- Setting the Scene: Legislation, Implementation, and Stakeholders Engagement
- Problems and Challenges
- Cooperation and Solutions
- Partnership with Right Holders

Featured moderator and speakers:

- Habip Asan, Head of Turkish Patent Institute, Turkey
- Ýrfan Bacaksiz, Deputy Chief of Police, General Directorate of Security Affairs, Turkey
- Abdurrahman Çelik, Director General for Copyrights from Ministry of Culture and Tourism, Turkey
- Hülya Çetin, Investigation Judge, Ministry of Justice, Turkey
- Kaan Dericioglu, President, Ankara Patent & Turkish Attorneys Assembly, Turkey
- Oğuz Haksever, Journalist, Turkey
- Özlem Soysanli, Head of Department, Ministry of Customs and Trade, Turkey

TRANSNATIONAL ORGANIZED CRIME IN RELATION TO COUNTERFEITING AND PIRACY

This session will focus on a more inclusive approach to addressing the transnational organized crime aspects of trafficking in illicit goods, such as counterfeit products:

- Involvement of transnational organized criminals in the production and distribution of counterfeit products
- Linkages between counterfeiting and piracy and other types of illicit/criminal activities
- New law enforcement approaches
- Interagency cooperation at national and international level

Featured moderator and speakers:

- Davut Akça, Chief of Police, General Directorate of Security Affairs, Ministry of Interior, Turkey
- Rosella Mangion, Legal Officer, Office of Legal Affairs, INTERPOL
- Roberto Manriquez, Acting Assistant Director, Trafficking in Illicit Goods Sub-directorate, INTERPOL
- Marco Musumeci, Counterfeiting Programme Officer, UNICRI (TBC)
- Vasyl Nevolia, Head, INTERPOL National Central Bureau in Ukraine, Ukraine
- Mihajlo Tijanac, Head, IP Crime Unit, Serbian Police, Serbia (TBC)
- Juan Pable Susa Paez, Lieutenant, International Investigations Division, National Central Bureau, Colombia

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DAY 3 (Friday, 26 April 2013)

REGIONAL AND NATIONAL CHALLENGES – UPDATES FROM DEVELOPING MARKETS

This session will feature case studies and presentations from some of the key developing markets on the challenges and innovative approaches being taken in dealing with counterfeiting and piracy:

- Exploring the barriers preventing further progress and the role of partnerships and cooperation in achieving positive results in combating counterfeiting and piracy
- The conflicting benefits and risks of free trade zones
- Linkages between nurturing respect for IP and sustainable development goals
- What can be learned from the approaches adopted by developed markets

Featured moderator and speakers:

- Jeffrey Hardy, Director, ICC/BASCAP, France
- Andrey Kuleshov, Head, WTO Division, Ministry of Economic Development, Russian Federation
- Arbind Prasad, Director General, Federation of Indian Chambers of Commerce (FICCI), India
- Branka Totić, Director, Intellectual Property Office, Serbia
- Jose Enrique Werner, Partner, Dannemann Siemsen Advogados, Brazil

PUBLIC-PRIVATE PARTNERSHIPS AND OTHER SELF-REGULATORY MECHANISMS

The session will cover existing public-private partnerships and alternate options to address counterfeiting and piracy with a view to safeguarding the benefits of IP:

- Existing public-private partnerships aimed at creating respect for IP
- Self-regulatory mechanisms

Featured moderator and speakers:

- Afam Ezekude, Director General, Nigeria Copyright Commission, Nigeria
- Marianne Grant, Senior Vice President, Motion Picture Association, USA
- Eun-Joo Min, Senior Legal Counsellor, Building Respect for IP Division, WIPO
- Ik-Hyun Seo, Cho & Partners, Republic of Korea

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TECHNOLOGY – A KEY DRIVER TO ADDRESS EVOLVING CHALLENGES OF COUNTERFEITING AND PIRACY

This session will look at various technology/tools available for the private/public sectors to address counterfeiting and piracy:

- The rapid advancement of technology: benefits and challenges
- Exploring different technology/tools available for law enforcement officials (how to distinguish between fakes and authentic goods)
- Communication and tools for the exchange of information
- How to optimize the use of those new developments?

Featured moderator and speakers:

- Philippe Amon, President and CEO of SICPA, Switzerland
- David Cooper, Director Global Brand Intelligence & Global Anti-Counterfeiting Programs Global Security Services, HP, Switzerland
- Servet Deniz Kalem, 4th Degree Chief of Police, General Directorate of Security Affairs, Ministry of Interior, Turkey
- John Keogh, Director Product and Consumer Safety, GS1 Global Office
- Ralph Markert, Assistant Director, Global Register, INTERPOL
- J. Todd Reves, United States Patent and Trademark Office, USA

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