GLOBAL CONGRESS
Combating Counterfeiting & Piracy

2013
ISTANBUL, 24-26 APRIL

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. Hayati Yazıcı, Minister of Customs and Trade and Mr. Ömer Çelik, Minister of Culture and Tourism, 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: Hosted by: Supported by: In partnership with:

DAY 0 (Tuesday, 23 April 2013)

16.00-19.00

Pre-registration (Venue: Lütfi Kırdar)

DAY 1 (Wednesday, 24 April 2013)

07.30-09.00
Registration / Welcome Tea and Coffee, Exhibition Hall

09.00-09.15
Opening of the Congress

Master of Ceremonies: Ece Vahapoğlu, Author, TV Presenter

09.15-09.45
Special Address

- Hayati Yazıcı, Minister of Customs and Trade, Turkey
- H.E. Recep Tayyip Erdoğan, Prime Minister of Turkey

10.00-11.15
Opening Plenary

Chair:
- Kunio Mikuriya, Secretary General, World Customs Organization (WCO)

Speakers:
- Francis Gurry, Director General, World Intellectual Property Organization (WIPO)
- Ronald K. Noble, Secretary General, INTERPOL
- Toe Su Aung, 2013 President, INTA
- Shelley Duggan, Co-Chair, International Chamber of Commerce (ICC)/BASCAP and Associate General Counsel, Brand Protection, Procter & Gamble Company
- Rifat M. Hisarcıklıoglu, President of TOBB and ICC Turkey, Turkey
- Ömer Çelik, Minister of Culture and Tourism, Turkey

11.15-11.45
Tea and Coffee Networking Break, Exhibition Hall

11.45-12.30

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?

Speakers:

- Yves Lapierre, Director General, INPI, France
- Gaozhang Zhu, Director, Compliance and Facilitation Directorate, WCO

12.15-12.30

Special Address

- Ziya Altunyaldız, Undersecretary, Ministry of Customs and Trade, Turkey

12.30-13.30

Lunch Exhibition Hall (hosted by Ministry of Customs and Trade, Turkey)

13.30-14.30

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

Moderator:

- Trevor Little, Editor, World Trademark Review, UK

Speakers:

- Orhan Gencebay, Composer, Lyricist, Performer, Turkey
- 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
- Louise van Greunen, Director, Building Respect for IP Division, WIPO

14.30-15.30

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

Moderator:
- Paul Rawlinson, Partner, IP Department, Baker & McKenzie, UK

Speakers:
- Takashi Aoki, Chief Researcher and Lead-Assessor, JCAN Promotion Office, JIPDEC, Japan
- Allen Dixon, IP Counsel, CREATe.org, UK
- Daniel Hubert, Digital Coding and Tracking Association, Switzerland
- Bilal Ahmad Khan, Customs and Transport Programme Manager, Universal Postal Union (UPU)
- D'Arcy Quinn, Director, Anti-Counterfeiting, CropLife International, Belgium

15.30-16.00

Tea and Coffee Networking Break, Exhibition Hall (Sponsored by SICPA)

16.00-17.00

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)

Moderator:
- Candice Li, External Relations Manager, Anti-Counterfeiting, INTA

Speakers:
- Robert Barchiesi, President, International Anti-Counterfeiting Coalition, USA

- Frederick Felman, Chief Marketing Officer, MarkMonitor, USA
- Juan Hardoy, Director, EMEA Anti-Counterfeiting and Piracy and Digital Crime, Microsoft
- Norm Schenk, United Parcel Service (UPS), USA

17.00-18.00

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

Moderator:

- Michael Ellis, Cosmetics Europe - The Personal Care Association

Speakers:

- Steve Allen, Senior Director, Global Security EMEA, Pfizer, Turkey
- Luke Au Yeung, Deputy Commissioner, Customs and Excise Department, Hong Kong, China
- Iskari Fute, Legal Counsel, Tanzania Food and Drugs Authority, Tanzania
- Aline Plançon, Head of Pharmaceutical Crime Programme, INTERPOL
- Chuck Qi, Asia Regional Brand Protection Manager, Beiersdorf A.G., Germany
- William Reid, Senior Director, Global Anti-Counterfeiting Operations, Eli Lilly and Company, International Federation of Pharmaceutical Manufacturers & Associations

18.00-19.30

Welcome Reception, Exhibition Hall

20.00-22.00

VIP Dinner (Invitation only - hosted by Ministry of Customs and Trade, Turkey)

DAY 2 (Thursday, 25 April 2013)

08.00-09.00

Registration

09.00-09.15

Welcome and review of Day 1

Master of Ceremonies: Ece Vahapoglu, Author, TV Presenter

09.15-10.30

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

Moderator:

- William Dobson, Deputy Director, ICC/BASCAP, France

Speakers:

- Meenu Chandra, Joint Director, FICCI and Head, FICCI CASCADE, India
- Paul Maier, Director, OHIM Observatory
- Pelin Mavili, Executive Director, ICC Turkey, Turkey
- Brian Monks, Vice President, Anti-Counterfeiting Operations, Underwriters Laboratories Inc., USA
- Marcin Mozdzonek, Cultural Manager, Foundation Legalna Kultura, Poland

10.30- 11.00

Tea and Coffee Networking Break, Exhibition Hall

11.00-12.15

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?

Moderator:

- Christophe Zimmermann, Senior Technical Officer, Compliance and Facilitation Directorate, WCO

Speakers:

- Baroma Winega Bamana, Regional Director, Togo Customs, Togo
- Caroline Edery, Head of the Unit "Protection of citizens and enforcement of IPR" in the Directorate-General for Taxation and Customs Union, European Commission
- Mehmet Güzel, Deputy Undersecretary, Ministry of Customs and Trade, Turkey
- Vanco Kargov, Director General, Ministry of Finance, Customs Administration, The Former Yugoslav c

- Michael Otto, Product Security Director of Operations, Novartis Corporate Security Novartis International AG, Switzerland
- Anh Ngoc Vu, Deputy Director General, Vietnam Customs

12.15-13.30

Lunch Exhibition Hall (sponsored by DCTA)

13.30-14.45

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

Moderator:

- J. Christian Wichard, Deputy Director General, WIPO

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
- Michael Fysh QC, SC, Barrister, Retired judge, Patents County Court, London, UK
- Fang He, Partner, Rouse & Co. International LLP, China
- Annette Kur, Senior Researcher, Max Planck Institute for Intellectual Property and Competition Law, Germany
- J. Christian Wichard, Deputy Director General, WIPO
- Hazal Zengingül, Judge, Civil Court of Intellectual and Industrial Property Rights, Istanbul, Turkey

14.45-16.00

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

Moderator:

- Hülya Erbay, Deputy Director General, Ministry of Customs and Trade, Turkey

Speakers:

- Kaan Dericioğlu, TOBB/Turkish Patent and Trademark Attorneys Assembly, Turkey
- Elif Betül Akın, Head of Trademarks Department, Turkish Patent Institute, Turkey
- Servet Deniz Kalem, 4th Degree Chief of Police, General Directorate of Security Affairs, Ministry of Interior, Turkey
- Özgür Semiz, Deputy Director General for Copyrights from Ministry of Culture and Tourism, Turkey
- Hülya Çetin, Rapporteur Judge, Ministry of Justice, Turkey
- Özlem Soysanli, Head of Department, Ministry of Customs and Trade, Turkey

16.00-16.30

Tea and Coffee Networking break, Exhibition Hall

16.30-17.45

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

Moderator:

- Roberto Manriquez, Acting Assistant Director, Trafficking in Illicit Goods Sub-directorate, INTERPOL

Speakers:

- Zhaofeng Deng, Deputy Director General, Economic Crime Investigation Department, Ministry of Public Security of People's Republic of China, China
- Rosella Mangion, Legal Officer, Office of Legal Affairs, INTERPOL
- Marco Musumeci, Counterfeiting Programme Officer, UNICRI
- Vasyl Nevolia, National Central Bureau of Interpol in Ukraine, Head of NCB, Ukraine
- Juan Pable Susa Paez, Lieutenant, International Investigations Division, National Central Bureau, Colombia
- Mikailo Tijanić, Chief of Department for IPR, Ministry of Interior, Serbia

DAY 3 (Friday, 26 April 2013)

08.30- 09.00

Registration

09.00-09.15

Welcome and review of Day 2

Master of Ceremonies: Allen Bruford, Deputy Director, Compliance and Facilitation Directorate, World Customs Organization (WCO)

09.15-10.30

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

Moderator:

- Jeffrey Hardy, Director, ICC/BASCAP, France

Speakers:

- Sertaç Köksaldi, Chairman, IPR Division of the Arçelik, Turkey
- Andrey Kuleshov, Head of WTO Division of the Ministry of Economic Development of Russian Federation
- Qunying Li, Director of IPR Division, Department of Policy and Law, General Administration of Customs of People's Republic of China, China
- Branka Totić, Director, Intellectual Property Office, Serbia
- José Henrique Vasi Werner, Partner, Dannemann Siemsen Advogados, Brazil
- Jyoti Vij, Deputy Secretary General, Federation of Indian Chambers of Commerce (FICCI), India

10.30-11.45

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

Moderator:

- Eun-Joo Min, Senior Legal Counsellor, Building Respect for IP Division, WIPO

Speakers:

- Catherine Brel, Head of Brand Relations, eBay, France
- Afam Ezekude, Director General, Nigeria Copyright Commission, Nigeria
- Marianne Grant, Senior Vice President, Motion Picture Association, USA
- Ouadi Madih, Vice President, National Federation of Consumer Associations of Morocco, Morocco
- Ik-Hyun Seo, Cho & Partners, Republic of Korea

11.45-12.00

Tea and Coffee Networking break, Exhibition Hall

12.00-13.10

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?

Moderator: and speakers:

- Allen Bruford, Deputy Director, Compliance and Facilitation Directorate, World Customs Organization (WCO)

Speakers:

- Philippe Amon, Chairman and CEO, SICPA, Switzerland
- David Cooper, Director Global Brand Intelligence & Global Anti-Counterfeiting Programs, Hewlett-Packard, Switzerland
- John Keogh, Director Product and Consumer Safety, GS1 Global Office
- Sudhamo Lal, Director-General Mauritius Revenue Authority, Mauritius
- Ian Lancaster, Director, Reconnaissance International Ltd., UK
- Ralph Markert, Deputy Director, INTERPOL

13.10-13.40

Closing Remarks

Speakers:

- Kunio Mikuriya, Secretary General, World Customs Organization (WCO)
- Hayati Yazıcı, Minister of Customs and Trade, Turkey