

'ContraFake 2009' - High Level Conference on Counterfeiting and Piracy

Supporting enforcement through a European Counterfeiting and Piracy Observatory

2 April 2009

Concert Noble, Rue d'Arlon 82, Brussels

- 8:30-9:15 Registration of participants

- 9:15- 9:30 **Introduction:** by Mr. Martin Power, Head of Cabinet of Mr. Charlie McCreevy, Commissioner for Internal Market and Services

- 9:30- 9:45 **Welcome:** by Mrs. Arlene McCarthy, chair of European Parliament's Internal Market and Consumer Protection Committee

- 9:45-10:00 **Welcome:** John M. Jacobsen, Film Producer, Norway, President of AGICOA Association for the International Collective Management of Audiovisual Works, Geneva

10:00-11:15 Panel 1

Mountain or a Mole Hill? How big is the problem?

Moderator: Edit Herczog, MEP

There have been concerns about the need for more comprehensive data as a basis for better informed policy decisions. The panel will elaborate on the need for regular assessments to be made on the extent of counterfeiting and piracy and on the need for more precise analyses of the phenomena.

1. Mr. Marc- Antoine Jamet, President of the Union des Fabricants (UNIFAB)
2. Mr. Gerhard Bauer, Vice-President of the International Trademark Association (INTA), Chief Trademark Counsel of Daimler AG
3. Mr. Robert W. Holleyman, President & CEO of the Business Software Alliance (BSA)
4. Mr. Mirosław Zielinski, Director, Customs Policy, Directorate-General Taxation and Customs Union, European Commission

11:15-11:30 Coffee break

11:30-12:45 Panel 2

Catch me if you can...

Moderator: Jacques Toubon, MEP

The Panel will focus on presentation of advanced anti-counterfeiting strategies by companies which have managed to fight counterfeiting and Piracy effectively. The Panel will seek to identify successful strategies and provide advice on how to proceed when counterfeiting/piracy is discovered.

1. Ms. Christine Huber, Senior Director anti-counterfeit projects, Corporate anti-counterfeit Coordination team, Sanofi Aventis
2. Mr. Ted Shapiro, Senior Vice-President, General Counsel and Deputy Managing Director Europe, Middle East and Africa, Motion Picture Association
3. Mr. Kevin Harris, British Electrotechnical and Allied Manufacturers' Association (BEAMA), Chairman BEAMA Anti-Counterfeiting Group
4. Mr. Gilles Huberson, Director, General Affairs, Moët Hennessy - Louis Vuitton (LVMH)
5. Ms. Ewa Synowiec, Director, Public Procurement and Intellectual Property, Bilateral Trade Relations, Directorate-General TRADE, European Commission

14.15-15.30 Panel 3

Creating synergies: how to make 1 + 1 more than 2

Moderator: Malcolm Harbour, MEP

Counterfeiting and piracy are well-organized cross-border activities which require a cross-border response. The panel will seek to emphasize the need for administrative cooperation between Member States' administrations responsible for the fight against counterfeiting and piracy and look at the experiences of the private sector working with the Member States' enforcement agencies.

1. Mr. John Kennedy, Chairman and CEO, International Federation of Phonographic Industry (IFPI)
2. Mr. Steven Liew, Director Government Relations for the Asia Pacific Region, eBay
3. Mr. Peter Dorscht, Toy Industries of Europe, Chairman of the Legal, Intellectual Property and Trade Committee, Legal Counsel to Zapf Creation
4. Ms. Viola Groebner, Director, Industrial Policy and Economic reform, Directorate-General for Enterprise and Industry

15:30- 15:45 coffee break

15.45- 17.00 Panel 4

I vote for the real thing!

Moderator: Sharon Bowles, MEP

This session will focus on inter-active presentations of various anti-counterfeiting campaigns held in different Member States or by private companies.

1. Mr. Benoit Battistelli, Director General, Institut National de la Propriété Industrielle (INPI)
2. Ms. Paloma Castro Martinez, Head of Government Affairs International, Richemont
3. Mr. Joachim Schmid, Managing Director of Construction Equipment Association- VDMA, Member of Executive Committee of CECE- Committee for European Construction Equipment
4. Mr. Jesper Kongstad, Director General, Danish Trademark and Patent office
5. Mr. Pierre Kosciusko-Morizet, Co-Founder and CEO of PriceMinister.com

17.00- 17.15 Closing remarks: Mr. Charlie McCreevy Commissioner for Internal Market and Services

17.15- 18.15 Cocktail reception