

# High Level Conference on Counterfeiting and Piracy

*Brussels - 13 May 2008*

## *Introductory Panel*



**Charlie McCreavy**, born in 1949, qualified as a chartered accountant. In 1977 he was first elected to Dáil Eireann (Irish Parliament) for the constituency where he was born - County Kildare, Ireland. He has resigned his seat to become the Member of the European Commission.

Since 1992 he has held various cabinet posts in Fianna Fail-led governments including: Minister for Social welfare, Minister for Tourism and Trade and latterly (1997) Minister for Finance. Since 2005 he has been Commissioner for Internal Market and Services.



**Arlene McCarthy** holds a BA (Hons.) (1983) and studied at the Polytechnic of the South Bank, London, Stuttgart University and the University of Clermont-Ferrand. Guest Research Fellow at the Free University of Berlin (1986-1988). Ph.D. studies (University of Manchester). Worked with the Socialist Group in the European Parliament (1989-1992). Principal European Liaison Officer, Kirklees Metropolitan Council (until 1994).

Since 1994 she is Member of the European Parliament. Currently, she is Chairwoman of the Committee on the Internal Market and Consumer Protection, Member of the Delegation for relations with the United States, Substitute Member of the Committee on Legal Affairs and Substitute Member of the Delegation for relations with the countries of South Asia.



**Philippe Lacoste** has been Director of External Relations at LACOSTE S.A. since 2004. He is Vice-President of Union des Fabricants since 2005 and Director of Licences Maroquinerie, Chaussures et Ceintures LACOSTE S.A. since 2006.

Previously he was Director of Commercial Division Chaussures and Regional Director in LACOSTE S.A.

He has also been Attaché Commercial in COUP DE COEUR S.A.



**Leonardo Ferragamo**, 54, studied in Florence, Lausanne and at Columbia University in New York. He entered the family company Salvatore Ferragamo SpA at age 20 where he went on to create and extend the men's wear division until 1987, when he became Commercial Director for Europe, Asia, and South America.

Since the beginning of 2000, as CEO of Palazzo Feroni Finanziaria, Leonardo oversees the investments of the Ferragamo Group among which the Lungarno Hotels. He is also President of Altagamma and Member of the Advisory Board of Confcommercio. As President of the Palazzo Strozzi Partners Association he supports Florence as an important centre of international art and culture.

***Panel 1: What are the implications of counterfeiting and piracy for European competitiveness, innovation, economic growth and job losses?***



**Edith Herczog** studied at the University of Horticulture, food conservation engineer, translator of Russian (1985). Eötvös Loránd University, Portuguese Department (1992). Hungarian Academy of Sciences - research fellow (1985-1989). University of Horticulture, professor's assistant (1989-1994). Unilever Hungary (1994-1997). ICI Hungary (1997-2004).

She is Member of the European Parliament since 2004 and serves on the Committee on the Internal Market and Consumer Protection and on the Delegation for relations with Canada. She is Substitute Member of the Committee on Budgetary Control, the Committee on Industry, Research and Energy, the Delegation for relations with Switzerland, Iceland and Norway and to the European Economic Area (EEA) Joint Parliamentary Committee as well as the Delegation for relations with the United States.



**Marc-Antoine Jamet** has been President of Union des Fabricants and Vice-President of the Syndicat de la parfumerie since 2002. He has also been Secrétaire général of Louis Vuitton Moët et Hennessy (LVMH) since 2001. In addition to these functions he has been Member of the Comité de rédaction du Conseiller du Commerce Extérieur since 1988.

In 2004, he was elected Vice-President of the Conseil régional Haute-Normandie. He was made Chevalier de la légion d'honneur in 2006, Chevalier des palmes académiques in 2001 and received the médaille de la défense nationale in 1983.

He occupied numerous functions within the French High Administration.



**Richard D. Heath** is President Elect of the International Trademark Association (INTA). He has been managing intellectual property in-house for over 20 years and is currently Vice President Legal - Global Anti-Counterfeiting Counsel in the Legal Strategy Group at Unilever PLC based in London, with overall responsibility for anti-counterfeiting initiatives. Prior to this appointment he was Head of Corporate Trade Marks and General Trade Mark Counsel at Unilever from 1996- 2005.

In addition to his work with INTA, he is also Vice-Chairman and Director of the UK Anti-Counterfeiting Group (ACG), Vice-Chairman and Director of the Pharmaceutical Trade Marks Group and Co-Chair of the BASCAP steering committee.

**Panel 2: What are the implications of counterfeiting and piracy for health and safety of European citizens?**



**Janelly Fourtou** holds a Master's degree in language and literature (1972). Assistant, Paris Chamber of Commerce (1960-1964). In charge of bookshop Maison de la Presse in Paris (1965-1969). Member of Neuilly Municipal Council (since 1983). Responsibility for housing (1989-1995). Responsibility for employment (since 1995).

She is Member of the European Parliament since 1999. She is Member of the Committee on the Internal Market and Consumer Protection, the Committee on Petitions, the Delegation to the EU-Chile Joint Parliamentary Committee and the Delegation to the Euro-Latin American Parliamentary Assembly. She is Substitute Member of the Committee on Legal Affairs and the Delegation for relations with the countries of Central America.



**Larry Malloy** is the Worldwide Vice President Brand Integrity & Channel Management, Johnson & Johnson Health Care Systems. He is responsible for the global brand protection and channel management efforts for the Johnson & Johnson Medical Devices & Diagnostics Group, aimed at protecting the lives of patients and the integrity of products. Larry also chairs the cross sector Brand Integrity Board that coordinates Johnson & Johnson global brand integrity efforts across the Pharmaceutical, Consumer and Medical Device and Diagnostics Groups.

He obtained an MBA from Bryant College. He is also veteran of the United States Navy where he commanded the minesweeper USS Adroit.



**Michael Negel** was, until May 2008, CEO of Global Sourcing AG, a company he joined in 1986. He is currently acting Partner in MCA Investment & Technologies GmbH.

He is Member in the Senatskammer des Wirtschaftssenats des Bundesverband mittelständische Wirtschaft e.V and also Members of Wirtschaftsbeirat Bayern, of the Mittelstandsunion der CSU and Member of OAV Ostasiatischer Verein, Träger des APA Asien Pazifik-Ausschuss.

Previously he was Member of the Board for different companies such as Schweiz AG as President of the Board of Director, Australia Pty. Ltd. Mosys Multiorbitalsysteme GmbH Marktredwitz as Partner) and Smart Fuel Cells AG, Brunntal b. München.



**Monique Goyens**, was appointed Director General of BEUC, the European Consumers' Organisation in 2007. BEUC represents 41 independent national consumer associations from 30 European countries. Its primary task is to act as a strong consumer voice in Brussels and to try to ensure that consumer interests are given their proper weight in the development of all Community policies.

Monique has a background in law achieved *cum laude* at the Université Catholique de Louvain (UCL), Belgium and is also an Honorary Fellow of the University of Wisconsin. Prior to her current role, Monique led the Belgian "Commission Universitaire pour le Développement" for ten years as Secretary General.

### Panel 3: How can the international trade flow of counterfeit products be better controlled?



**Erica Mann** is a qualified teacher. Research activity at Hanover University. ICT business consultant. Member, Steering Committee, WTO Parliamentary Assembly. Senator, Max Planck Society. Board Member, Max Planck Institute for Solar System Research. Board Vice-Chairwoman, Frauen geben Technik neue Impulse. She is Patron of the Erika Mann Primary School in Berlin, Board Member of the Salzburg Seminar, Chairwoman of the European Internet Foundation and executive committee member of the Kangaroo Group.

She is Member of the European Parliament since 1994. Currently, she is Chairwoman of the Delegation to the EU-Mexico Joint Parliamentary Committee, Member of the Committee on International Trade, Member of the Delegation for relations with the USA and Member of the Delegation to the Euro-Latin American Parliamentary Assembly. She is also Substitute Member of the Committees on Budgetary Control and on Industry, Research and Energy.



**Christophe Zimmermann** joined the World Customs Organization (WCO) in April 2006 to co-ordinate the WCO's initiatives to protect intellectual property rights with a special emphasis on strengthening the fight against counterfeiting and piracy. During his career, he served as a customs officer within French Customs for 15 years where he was head of an operational unit responsible for specialised enforcement at Paris airports. From March 2000 to March 2004 he was seconded to the European Commission. He has also advised the World Trade Organization, the World Intellectual Property Organization and Interpol's Intellectual Property Crime Action Group. His efforts were recognised by the Global Anti-Counterfeiting Group who presented him with their Anti-Counterfeiting Award.



**Jörg Zintzmeyer** is a designer, design manager and identity consultant. He is President of the board of Originize AG which he founded in 2005 in order to develop a brand security system to protect brands from counterfeiting. He is also Member of the Board of Banknote Engineering Ltd, the Alliance Graphique Internationale, Design Network Switzerland, the Society of Swiss Graphic Designers and the Association of Swiss Business Consultants. After graduating in graphic design in Zürich, he worked on corporate identity programmes of Volkswagen, Audi and Porsche. In 1972 he founded his own

office in Zürich and founded Zintzmeyer&Lux AG. Since 2006 he has also been acting as Independent consultant on the development of brands and corporate identity strategies.



**Thomas Spiller** graduated as a lawyer from La Sorbonne University Paris. He is Senior Director for International Programs at SAS, where he is in charge of driving the global public policy initiatives of SAS as well as of representing SAS at international, national, regional and local level. He has fifteen years of experience of International Affairs both at the corporate and government levels Thomas then spent the eight years as government affairs manager for AREVA, the world leader in nuclear power. Building on his energy expertise, Thomas then worked for five years for General Electric. He is an active

member of the American Chamber of Commerce to the European Union.

## Panel 4: What can be done to enhance the fight against illegal downloading and the sale of counterfeit goods over the internet?



**Malcolm Harbour** holds a BA in Mechanical Sciences, Trinity College, Cambridge; Diploma in Management Studies, University of Aston, Birmingham. He held posts in design, development and product planning from 1969 to 1980. In Austin Rover (1980 -1989) held director-level posts in planning, sales and marketing. He was Founder partner, Harbour Wade Brown, Founder and director, International Car Distribution Programme Ltd as well as Project director, Three Day Car Programme.

He is Member of the European Parliament since 1999. He is Member of the Bureau of the Committee on the Internal Market and Consumer Protection, Member of the Delegation for relations with Japan and Substitute Member of the Committee on Industry, Research and Energy.



**Olivier Bomsel** is Professor of Industrial Economics at the Ecole des Mines (MINES ParisTech), and senior researcher at Cerna, the Center of Industrial Economics of this institution. Since 1998, his work has focused upon digital economics in relation with communication networks and media industries. His current research deals with digital media economics.

He was member of the Olivennes Commission in France which did the ground work for the so-called Élysée agreement in which stakeholders and public authorities joined their efforts to promote better access to French films and music and tackle Internet piracy. He is the author of several books among which include “When Internet meets Entertainment” and “Gratuit !, Du déploiement de l’économie numérique”.



**John Kennedy** is chairman and chief executive of IFPI, the body that promotes the interests of the recording industry worldwide. He was appointed to the role in 2004, having previously been president and chief operating officer of Universal Music International. Kennedy has nearly 30 years’ experience in the recording industry.

He was appointed as legal adviser and trustee for The Band Aid Trust and Live Aid, something for which he received an OBE. In 2005 he became a co-producer of the worldwide Live 8 concerts and was named one of three ‘Music Industry Personalities of the Year’ at Midem in 2006 with co-producers Harvey Goldsmith and Bob Geldof.



**Simon Milner** is BT’s Director of Media and Convergence Policy from April 2008. Previously he was Head of External Relations for the Equality of Access Office in BT; the support body for the Equality of Access Board created as part of BT’s Undertakings to Ofcom, the independent regulator and competition authority for the UK communications industries. Here, he had responsibility for strategic

policy, complaints handling, governance, audit, breaches and relations with Ofcom and industry.

Previously Simon was the Secretary of the BBC (2000-2005), responsible for the corporation’s governance and accountability. Previously at the BBC he was in the policy and planning department, which he joined in 1997 from the Institute of Public Policy Research, where he had been secretary to the Commission on Public Policy and British Business.