

The 2008 High Level Conference on Counterfeiting and Piracy – the programme

9.00 – 9.30	Registration
09.30 – 10.15	<p>Key Note Speech by Mr. Charlie McCreevy, Internal Market Commissioner</p> <p>Welcome by Mrs. Arlene McCarthy, Chair of the European Parliament's Internal Market and Consumer Protection Committee</p> <p>Introduction by Mr. Philippe Lacoste, Director of External Relations – Lacoste S.A. and by Mr. Leonardo Ferragamo, Chairman of Altagamma and Deputy Chairman of Salvatore Ferragamo Group</p>
10.15 – 11.10	<p>Panel 1: What are the implications of counterfeiting and piracy for European competitiveness, innovation, economic growth and job losses?</p> <p><u>Moderator:</u> Mrs. Edith Herczog, Member of the European Parliament</p> <p>This panel will explore the <i>economic dimension</i> of counterfeiting and piracy and give a better understanding of this phenomenon which is, contrary to how it is perceived by the public, not limited to luxury goods but affects all sectors of the economy.</p> <p><u>Panellists:</u></p> <ul style="list-style-type: none"> - Mr. Marc-Antoine Jamet, President of l'Union des Fabricants - Mr. Richard D. Heath, Vice-President, Legal - Global Anti-Counterfeiting Counsel, Unilever and President Elect – International Trademark Association
11.10 – 11.30	Coffee break
11.30 – 12.45	<p>Panel 2: What are the implications of counterfeiting and piracy for the health and safety of European citizens?</p> <p><u>Moderator:</u> Mrs. Janelly Fourtou, Member of the European Parliament</p> <p>This panel will elaborate on the <i>dangers of counterfeiting</i> for health and safety about which citizens and the public at large are often unaware, such as the counterfeiting of pharmaceuticals, medical devices, electronic chips, spare parts for cars etc.</p> <p><u>Panellists:</u></p> <ul style="list-style-type: none"> - Mr. Larry Malloy, VP Johnson & Johnson - Mr. Michael Negel, CEO Global Sourcing AG - Mrs. Monique Goyens, Director-General BEUC

14.30 – 15.45	<p>Panel 3: How can the international trade flow of counterfeit products be better controlled?</p> <p><u>Moderator:</u> Mrs. Erika Mann, Member of the European Parliament</p> <p>This panel will highlight the need to better control <i>international trade flows</i> including by means of new technologies which allow tracking and tracing of products or authentication of original goods.</p> <p><u>Panellists:</u></p> <ul style="list-style-type: none"> - Mr. Christophe Zimmermann, Head of World Customs Organisation' counterfeiting and piracy unit - Mr. Jörg Zintzmeyer, CEO Originize - Mr. Thomas Spiller, Senior Director, International Programs SAS
15.45 – 16.15	Coffee break
16.15 – 17.30	<p>Panel 4: What can be done to enhance the fight against illegal downloading and the sale of counterfeit goods over the internet?</p> <p><u>Moderator:</u> Mr. Malcolm Harbour, Member of the European Parliament</p> <p>This panel will discuss ways to enhance the fight against <i>internet piracy</i> of content such as music, films, games, etc. and explore the possibilities of industry cooperation in this area.</p> <p><u>Panellists:</u></p> <ul style="list-style-type: none"> - Mr. Olivier Bomsel, Professor, Ecole des mines de Paris, member of the former Olivennes Commission - Mr. John Kennedy, President of IFPI - Mr. Simon Milner, Director for Media and Convergence, BT
17.30 – 18.30	<p>Cocktail</p> <p><u>Venue:</u> Charlemagne, 2nd floor</p>

Note: Each Panel consists of an introductory statement by the moderating Members of the European Parliament setting the scene, followed by presentations by the panellists and a moderated Q & A session involving the audience.