



Dr. Laurent Zibell, PhD, is the Policy Adviser at industriAll European Trade Union in charge of innovation & technology, of the social dialogue in the metalworking sector, of the investment goods sectors (ICT and mechanical engineering), and of the textile, clothing, leather & footwear sector. He started his career as an R&D engineer in a large electronics firm. He then pursued in the field of high-tech innovation, as an early stage venture capital investor, a consultant in innovation strategy, and the manager of a think-tank dedicated to industrial innovation. In parallel to his professional activities, he was actively engaged in associations in Germany dealing with European culture and public policies, and is member of the French trade union CFDT. He holds MScs in Engineering from École Polytechnique and from Mines Paristech (France), a Masters in Industrial Economics from Université Paris 1 Panthéon - Sorbonne (France) and a PhD in innovation economics from Cranfield University (United Kingdom).



Dr. Joerg S. Hofstetter is president of the International Forum on Sustainable Value Chains (ISVC), a cross-functional, global, academia-lead non-profit platform to develop and apply solid capabilities helping companies in implementing and ensuring long-term environmental, social and economical performance in their value chains. ISVC has been institutionalized in 2013 in Switzerland following up on a joint academia / business project with Dr. Paul Shrivastava of Concordia University in Montreal, Canada, now Executive Director of Future Earth. Dr. Hofstetter researches and teaches supply chain management at the University of St. Gallen and Business School Lausanne, both Switzerland, and serves as vice director of the University of St. Gallen's Chair of Logistics Management. His research addresses the management of multinational multi-tier supply chains and of critical sub-suppliers. He can be reached at ISVC: <http://susvc.org/home/>



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Mark Lichtenhein is the Chairman of the Sports Rights Owners Coalition (SROC), representing the collective interests of some 50 international and national sports bodies around their Intellectual Property Rights. SROC seeks proper recognition of the value of sport from Governments across the world, and effective protection for their rights under law. He has worked in the sports industry for over 20 years, since he started to pioneer the transition of golf and other sports into the digital era. Until recently, Mark was the Chief Information Officer of golf's PGA European Tour and the Ryder Cup and was Joint Managing Director of European Tour Productions (ETP), the Tour's Television and Digital Media production and distribution company, a joint venture with IMG Media. A software engineer by education, Mark previously held a number of positions in the European software industry with Siemens and the Cap Gemini Group before becoming the first Director of Business Development for the industry-led European Software Institute in Bilbao, Spain, co-funded by the European Commission.



Carlo D'Asaro Biondo began his career as a consultant at Macfin Management Consultants. He joins KPMG Consulting Italy in 1994 where he becomes Chief Executive Officer France in late 1998. Following the sale of KPMG Consulting, he joins Unisys as Vice President and MD EMEA telecommunications and Media at the end of 2001. In February 2004, he joins AOL Europe as Senior Vice President in charge of strategy. A few months later, he is appointed CEO of AOL France, and moves on to become CEO of AOL Europe in 2006. In early 2007, Carlo becomes CEO of International Operations at Lagardère Active Digital before joining Google in July 2009 where he manages operations in Southern and Eastern Europe, the Middle East and Africa for five years. Since January 2015, Carlo is President Strategic Relationships for Europe, Middle East and Africa, Google. Born in 1965, Carlo has dual French and Italian nationality. He graduated from La Sapienza University in Rome (Italy) and lives in Paris with his wife Nathalie; they have five children between them.



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Christian A. Chmiel, CEO of Web Shield Limited in London, is responsible for the development and implementation of new investigation techniques and research tools to identify fraudulent or brand damaging online merchants. Before he served as the Deputy Head of Compliance with Wirecard Bank AG in Germany, and specialized in online fraud investigations, credit card compliance and underwriting for acquiring banks. Christian is a Certified Fraud Examiner (ACFE) and a Certified High-Risk Underwriter (WSA), and holds a bachelor's and Diploma degree in European Business Administration. Christian is a lecturer at the Web Shield Academy and has written and co-written a series of publications about the various aspects of risk management, fraud detection and investigative methodology.



Meena Sayal, as Global Brand Protection Director at Unilever, is responsible for the development, delivery, communication and overall management of Unilever's Global Brand Protection strategy. She assesses need and opportunity to deliver global tools to the operational Brand Protection teams in the Unilever geographies around the world. Meena has an LLM and is a qualified barrister of England and Wales who has variously worked in independent practice both at the Bar and at the solicitors' firm, Mishcon de Reya, as a government prosecutor for the Solicitors Office of HM Customs & Excise and in-house. Her in-house career started with TM portfolio management and the development of the enforcement programmes for Euro '96 and World Cup '98 before taking her into a full IP portfolio role at Diageo and an IP business affairs role at Sony Playstation. Her current global role at Unilever is a cross-functional rather than a solely legal one and delivers targeted Brand Protection strategies and solutions through evaluating the brand protection related opportunities within each function at Unilever.



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Cédric Dufour, 44, graduate of Rouen Business school, started his career in 1995 as an auditor with KMPG. He joined Jennyfer (French brand of womenswear) four years later as CFO. Hired by Roche Bobois Group (French retailer of high-end furniture) in 2005 as CFO, he was appointed as a Board Director in 2008 and named VP Finance & Administration in 2010. Cédric was the CFO of FNAC Spain between 2011 and 2016. He joined PriceMinister-Rakuten as Chief Operation Officer in April 2016.



Peter Szyszko is the CEO and founder of whiteBULLET Solutions Limited, an IP solutions and technology company with operations based in Europe and the US. whiteBULLET provides data and solutions to digital intermediaries about IP infringing websites, including providing assistance to help digital advertising companies avoid funding IP infringement. Peter is a lawyer specialised in IP, Internet regulation, digital advertising and technology law. He has over 15 years' experience in this area and has held positions at private law firms, including Freshfields and Covington & Burling, and was head of Digital Content Protection EMEA at NBCUniversal International. Peter is closely engaged with stakeholders across the digital advertising and trading ecosystem and works extensively in the enforcement and online IP compliance arena, including government Internet safety policy across the EU.



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Iolanda D'Amato is an SDA Professor at SDA Bocconi School of Management and adjunct professor at Bocconi University in Milan. She has received a PhD in “Logistic and Supply Chain Management” in 2014 from Bergamo University in collaboration with Bocconi University and Massachusetts Institute of Technology – Zaragoza Logistic Centre (MIT-ZLC). She completed the Full Time MBA Program in SDA Bocconi in 2010, and received a university degree in Economics in 2002. Her current research interests fall in the areas of illegitimate trade and counterfeiting from a Supply Chain Management perspective. She has published in IJRDM, Economia & Management and in various trade journals. In addition to her academic activities, Professor D'Amato possesses considerable industry experience and, before joining SDA Bocconi, she worked as a manager in Accenture Management Consulting in Italy, France and Brazil mainly on business process reengineering in telecommunication companies.



Laurent Audaz is Senior Counselor at the MEDITERRANEAN SHIPPING COMPANY SA and has a sound professional and academic background in transport and commerce Law. Laurent has cooperated closely with Customs and Enforcement Authorities and is very committed to the fight against counterfeiting. Before joining MSC, Laurent was Claim Manager North and Central Europe for CMA CGM & ANL H.O. In addition to this, Laurent has been acting as advisor to the French Embassy of Berlin (CCEF – Conseiller du Commerce Extérieur de la France), under the French Ministry of Foreign Trade.



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Danny Marti currently serves as the U.S. Intellectual Property Enforcement Coordinator within the Executive Office of the President. Mr. Marti was nominated by President Obama in August 2014, and Mr. Marti took office in March 2015 following unanimous (92-0) confirmation by the United States Senate. The Office of the U.S. Intellectual Property Coordinator is charged with developing the Administration's intellectual property enforcement strategy and is the primary office responsible for coordinating the efforts of the U.S. Government criminal, national security, and economic agencies engaged in intellectual property policy and enforcement. Prior to joining the Administration, Mr. Marti was a Partner at Kilpatrick Townsend & Stockton LLP, where he specialized in the protection, management and enforcement of intellectual property in the United States and abroad. Mr. Marti has served on several professional associations and charitable boards, including the International Trademark Association and the American Cancer Society's National Capital Region Corporate Council. Mr. Marti received a B.A. from Georgetown University and a J.D. from Emory University School of Law.



Andrea Di Carlo is Deputy Director of the European Observatory on Infringement of Intellectual Property Rights at the European Union Intellectual Property Office (EUIPO). Before this he was Deputy Director of EUIPO's International Cooperation and Legal Affairs Department and previously also managed all institutional relations. Before joining the EUIPO he worked for an Italian law firm and was a Lecturer in Industrial Property Law at the University of Perugia, Italy. He holds a degree in law from Perugia University, an LLM in IP Law from Alicante University and an MBA from ESADE Business School.



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Kees Wagenaar is the Senior Vice President, Europe for Expeditors, responsible for all European operations. Mr. Wagenaar grew up in Amsterdam and started his professional career as a Metro Police Officer, before being hired as a Customs Officer at Dutch Customs and Excise. In 1991, Mr. Wagenaar started his career in the logistics industry, eventually joining Expeditors in 1996. Kees joined Expeditors as a Project Manager for a large retail account in 1996, and quickly progressed to District Manager in Expeditors' Amsterdam office. In 2006, he took on a new challenge as Regional Director of Benelux, adding Central Europe in 2009. In 2013, Kees was promoted to his current role of Senior Vice President and is now responsible for Europe, liaising closely with our Product and Service teams. Kees' career progression is a great example of Expeditors' culture of promoting from within, resulting in a management team with a great depth of knowledge and strong culture.



Slawomir Tokarski obtained his PhD from the European University Institute in Florence in 1995. He joined the Polish administration and headed a team co-ordinating the preparations for the accession negotiations and preparing policy analysis for the Chief Negotiator. In 2004 he joined the Commission as a Cabinet member of the Commissioner responsible for the regional policy. In 2009 he was nominated Head of Unit dealing with economic policy and co-ordination of EU funding in DG MARE. In March 2012 he became Head of Defence, Aeronautics and Maritime industries in DG Enterprise. Since February 2016 Mr Tokarski became Director, Dir F "Innovation and Advanced manufacturing" (DG GROW).



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Mrs **Elzbieta Bieńkowska** has been Commissioner for Internal Market, Industry, Entrepreneurship and SMEs since 2014. Prior to this, she served as Deputy Prime Minister and Minister of Infrastructure and Development in Poland between 2013 and 2014, and was Minister of Regional Development between 2007 and 2013. Mrs Bieńkowska holds a Master's degree in oriental philology from Jagiellonian University and a Post-graduate diploma from the Polish National School of Public Administration.



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