



INTERNATIONAL CONFERENCE ON COMBATING COUNTERFEITING AND PIRACY

“Customs responds to the challenges”

HOST

Greek Customs and the Ministry of Economy and Finance



DATE AND VENUE

**21-23 May 2008
Sithonia Peninsula, Halkidiki, Greece**

DRAFT PROGRAMME

Tuesday, 20 May 2008

15.00-17.00 **Registration**

21.00 **Cocktail reception hosted by the Greek Customs administration**

Wednesday, 21 May 2008

08.30-09.45 **Registration**

09.45-10.15 **Official opening ceremony**

Mr. Antonis Bezas, Deputy Minister of Economy and Finance, Greece

Mr. Nikolaos Vernadakis, Director General of Customs and Excise,
Greece

10.15-11.15 **Fighting this 21st Century scourge through worldwide mobilization**

Mr. Michel Danet, Secretary General, World Customs Organization

Mr. Antonis Kastrissianakis, Director International Affairs and Tariff
Matters, DG Taxud, European Commission

Mr. Danny Scorpecci, Principal Economist, Sectoral Policy Division,
Organisation for Economic Co-operation and Development

11.15-11.45 **Coffee break**

11.45-12.30 **A devastating global problem that is changing by the day**

Mr. Nikolaos Vernadakis, Director General of Customs and Excise,
Greece

Mr. Christophe Zimmermann, Co-ordinator for the Fight Against
Counterfeiting and Piracy, World Customs Organization

12.30-14.00 **Lunch break**

12.30-13.00 Press conference
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- 14.00-15.00 The situation on the European Union's doorstep**
- Mr. Vanco Kargov, Director General of the Customs Administration,
Former Yugoslav Republic of Macedonia
- Mr. Ibrahim Senel, Deputy Undersecretary of Customs, Turkey
- 15.00-16.00 Policy initiatives around the world**
- European Union**
Mr. John Taylor, Head of Sector – Counterfeiting, DG Taxud, European
Commission
- Universal Postal Union**
Mr. Bilal Ahmad Khan, Universal Postal Union (UPU)
- China's initiatives**
Mr Li Qunying, Director IPR Division, General Administration of
Customs, China
- 16.00-16.30 Coffee break**
- 16.30-17.30 Session 1 - Counterfeiting pharmaceuticals: a crime against
humanity**
- Presentations**
- What policy offensive can a major pharmaceutical company launch
against counterfeiting?**
Mr. Jacques Franquet, Security Vice President Corporate, Sanofi-
Aventis
- A record Customs seizure**
Mrs. Eirini Gialouri, Director of the 33rd Direction of Customs Law
Enforcement, Directorate General of Customs and Excise, Greece
- 17.30 End of day one**
- 21.00 Gala dinner hosted by the Greek Customs administration**

Thursday, 22 May 2008

- 08.30-09.45 Registration**
- 09.45-10.45 Session 2 - Foodstuffs and other products: what we consume
could harm us**
- Presentations**

Counterfeit drinks: an unsuspected source of danger

Mr. Graeme Woodcock, Vice President Brand Security, Pernod Ricard Group

The importance of protecting Geographical Indications

Mr. Charles Goemaere, Comité Interprofessionnel du vin de Champagne

A record Customs seizure

Mr. Amin Qudah, Director, Queen Alia International Airport Customs House/Passengers Terminal, Customs Department, Jordan

10.45-11.15 Coffee break

11.15-12.30 Say it with flowers, but watch out!

Mr. Nicola Novaro, Legal Advisor, NIRP International, and Representative of the International Community of Breeders of Asexually Reproduced Ornamental and Fruit Varieties (CIOFORA)

You may be smoking fake cigarettes!

Mr. Bruno Schild, Director Brand Integrity Europe, Philip Morris International

The Thai experience

Ms. Pornpan Kitpanich, Chief of Investigation Section, Investigation and Suppression Bureau, Customs Department, Thailand

12.30-14.00 Lunch break

14.00- 16.00 Session 3 - Everyday products: fakes undermine economies and endanger the health and safety of consumers

Keynote speech

Dr. Maria Georgouli-Protonstariou, Scientific Advisor, General Consumers Federation of Greece/Institute of Consumers

Presentations

Mobile phones

Mr. Ken Bonefeld-Nielsen, Corporate Anti Counterfeit Manager, Sony Ericsson

Cosmetics

Mr. Stephen Quirke, Regional Head Anti Counterfeiting, Beiersdorf Middle East FZCO

Tobacco

Mr. Klaus Messerig, Group Security & Risk Manager, Imperial Tobacco

CDs, DVDs and electronics

Mr. Jef Vandekerckhove, Vice President Creation and Counseling, Trademarks, Design & Domain Names Portfolio Manager, Philips Intellectual Property and Standards

16.00-16.30 Coffee break

16.30-17.30 Session 4 - Public-Private cooperation: exploring avenues to enhance the health and safety of consumers

Presentations

EU Perspective

Mr. Hendrik Jan Molegraaf, Policy Officer, DG Taxud, European Commission

Business perspective

Mr. Lukas Drlik, Investigation/Security Manager, EMEA ACF Programme, Hewlett-Packard

The Italian perspective

Mrs. Maria Laura Comito, Information Technology Department, Italian Customs Agency, Italy

17.30 End of day two

Friday, 23 May 2008

08.30-09.30 Registration

09.30-10.45 Session 5 - The Internet: freedom of choice or a marketplace for fake goods?

Presentations

Mr. Graham Hagger, Enforcement Department, International Federation of the Phonographic Industry (IFPI)

Mr. Christophe Zimmermann, Co-ordinator for the Fight Against Counterfeiting and Piracy, World Customs Organization

Mr. Richard Nessary, Associate General Counsel, eBay

10.45-11.15 Coffee break

11.15-12.15 Session 6 - Future initiatives to combat counterfeiting and piracy

Presentations

The Dubai Declaration and “Industry – Stepping up the fight to stop counterfeiting and piracy”

Mr. Pat Heneghan, Group Head of Anti-illicit Trade, British American Tobacco, and Member of the Business Action to Stop Counterfeiting and Piracy (BASCAP)

ACTA: Anti-Counterfeiting Trade Agreement

Mr. John Taylor, Head of Sector – Counterfeiting, DG Taxud, European Commission

SECURE: Standards Employed by Customs for Uniform Rights Enforcement

Mr. Christophe Zimmermann, Co-ordinator for the Fight Against Counterfeiting and Piracy, World Customs Organization

12.15-12.30 Closing ceremony

Mr. Antonis Bezas, Deputy Minister of Economy and Finance, Greece

Mr. Nikolaos Vernadakis, Director General of Customs and Excise, Greece

12.30-14.00 Lunch break

14.30-21.00 Leisure cruise to Mount Athos courtesy of the Greek Customs administration