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## 2<sup>nd</sup> SYMPOSIUM ON "REMOVING COUNTERFEITS FROM E-COMMERCE" (with a focus on substandard, counterfeit and falsified medicines and medical devices)

### Background

On 11 June 2024, the WCO organized a Symposium on "Removing counterfeits from e-commerce" preceded by the Operation STOP III report launch. This event, the first of its kind under the IPR, Health and Safety Programme, attracted more than 350 registrations from WCO Member administrations, the Regional Intelligence Liaison Office (RILO) network, international organizations, rights holders, industry, academia and private sector representatives, including e-commerce platforms, Customs brokers, express carriers and postal operators.

The Symposium presented and described the landscape of illicit goods based on WCO data analysis resulting mainly from Operation STOP III and from seizures by other WCO Members and other stakeholders.

In addition, through a panel discussion on the "Paradigm shift to bring about better results in the fight against counterfeiting in e-commerce", the Symposium provided an opportunity for discussions on the challenges faced by Customs and the private sector with respect to intellectual property right (IPR) enforcement, particularly in the e-commerce domain.

### Objectives

The aim of this second edition of the Symposium is to continue raising awareness among Customs officials and the general public about the threat of counterfeiting through e-commerce. This edition of the Symposium has a special focus on substandard, counterfeit and falsified medicines and medical devices.

## Target audience

- WCO Member administrations and the RILO network
- International organizations
- Rights holders and industry representatives
- Private sector representatives (e-commerce platforms, Customs brokers, express carriers, postal operators)
- Academia

**Format:** The Symposium will be held in a hybrid format.

**Registration:** When registering, attendees may choose to attend either **in-person** at WCO Headquarters in Brussels or online.

**Languages:** English and French.

**Date and time:** 15 January 2025, from 13:00 to 15:00 (Brussels time)

Time	Event
13:00-13:15	<b>Opening ceremony and introductory remarks</b> <ul style="list-style-type: none"><li>• <b>James McColm</b>, Acting Deputy Director for Enforcement and Compliance, WCO</li><li>• <b>Sahoko Shiga</b>, Counsellor, International Cooperation Division, Customs and Tariff Bureau, Ministry of Finance, Japan</li></ul>
13:15-13:25	<b>Session 1: Keynote address: Academia's perspective on the rise of substandard, counterfeit and falsified medicines sold through e-commerce</b> <ul style="list-style-type: none"><li>• <b>Saifuddin Ahmed</b>, MBBS, PhD, Professor, Department of Population, Family and Reproductive Health, Bloomberg School of Public Health, Johns Hopkins University</li></ul>

13:25-14:55	<p><b>Session 2: Panel discussion on substandard, counterfeit and falsified medicines and medical devices sold online, posing a significant and ongoing threat to consumer safety</b></p> <p><b>Moderator: Astrid HEITER</b>, Technical Attaché, WCO, Compliance and Facilitation Directorate</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Paul Barfoot</b>, Superintendent, Trade Risk &amp; Enforcement, Customs Enforcement Branch, Australian Border Force (ABF)</li> <li>• <b>Evita van Dam</b>, IP Policy &amp; Legal Affairs Manager, European Federation of Pharmaceutical Industries and Associations (EFPIA)</li> <li>• <b>Alessandro Nicolis</b>, Head of External Relations, Trust &amp; Safety for the European Union, Amazon</li> <li>• <b>Christophe Pereira</b>, Customs and Supply Chain Manager, Department of International and European Relations, La Poste Group</li> <li>• <b>Q/A</b></li> </ul>
14:55-15:00	<p><b>Closing remarks and main outcomes of the Symposium</b></p> <ul style="list-style-type: none"> <li>• <b>Maurice Emiola Adéfalou</b>, IPR, Health and Safety Programme Manager, WCO</li> </ul>