

Advisory Committee on Enforcement

Seventeenth Session
Geneva, February 4 to February 6, 2025

SUGGESTED TIME SCHEDULE

prepared by the Secretariat

Tuesday, February 4, 2025

10.00 – 13.00 Agenda item 1: Opening of the session

Agenda item 2: Adoption of the agenda

Agenda item 3: Election of a Chair and two Vice-Chairs for the eighteenth session

Agenda item 4: Admission of ad-hoc observers

Agenda item 5: Discussion of the work program agreed at the sixteenth session of the ACE

Work program item A: Exchange of information on national experiences on awareness-building activities and strategic campaigns as a means for building respect for IP among the general public, especially the youth, in accordance with Member States' educational or any other priorities

The Psychology of Counterfeiters

WIPO/ACE/17/4: Neuropsychology and Cognition of Counterfeiters (Fraudsters): A Legal and Forensic Psychology Perspective
Mr. Javier Morales, Ph.D., President & Senior Consultant of CCG - PSYCHE LEGALIS in San Juan, Puerto Rico

Consumer Research to Support Anti-Counterfeiting Measures

WIPO/ACE/17/5: Development and Application of United Kingdom Consumer Research to Counter-Infringement Interventions – A United Kingdom Case Study
Ms. Tamsyn Wedlake-James, Head of Enforcement and Counter-Infringement Research and Analysis, United Kingdom Intellectual Property Office, London

Coffee Break

WIPO/ACE/17/6: National Experiences on Awareness Raising

- The Current Status of Domestic Awareness-Raising Initiatives Regarding Counterfeit Goods
Mr. Shinichiro Hara, Director, Overseas Business Support Office, International Cooperation Division, Japan Patent Office, Tokyo
- Awareness-Raising Activities to Combat Counterfeiting and Piracy: A Strategic Approach to Foster Awareness of IP in the Philippines and Encourage Respect for IP Rights
Ms. Christine Pangilinan-Canlapan, Supervising Director and Ms. Marlita Dagsa, Division Chief, IP Rights Enforcement Office, Intellectual Property Office of the Philippines (IPOP), Taguig City
- Intellectual Property Awareness-Raising Initiatives by the Ministry of Micro, Small and Medium Enterprises, India
Mr. Neeraj Arora, Deputy Director, Ministry of MSME, Government of India
Mr. Satish Kumar, Assistant Director, Ministry of MSME, Government of India, New Delhi

Discussion

13:00-15:00 Lunch

15:00-18:00 Work program item A: Exchange of information on national experiences on awareness-building activities and strategic campaigns as a means for building respect for IP among the general public, especially the youth, in accordance with Member States' educational or any other priorities

Panel Discussion: The Role of IP Education in Building Respect for IP and Effective IP Enforcement

Moderator: Ms. Mercy K. Kainobwiso, Registrar General, Uganda
Registration Bureau, Kampala

WIPO/ACE/17/7: Activities Undertaken by Uganda in the Field of Intellectual Property Education to Promote Respect for Intellectual Property and Effective Intellectual Property Enforcement

- Dr. Unnat P. Pandit, Controller General of Patents, Designs and Trademarks (CGPDTM), Office of CGPDTM, New Delhi
- Ms. Jessica Griggs-Toyer, Senior Policy Advisor, Intellectual Property Office of the United Kingdom, Newport, United Kingdom
- Ms. Claire Castel, Head of the Outreach and Knowledge of IP Service, European Observatory on Infringements of IP Rights, European Union Intellectual Property Office (EUIPO), Alicante, Spain

WIPO/ACE/17/8: Awareness Raising Strategies and Campaigns

- INTA's Unreal Campaign: A Multidimensional Approach to Young Consumer Counterfeit Awareness
Mr. Alastair Gray, Director of Anticounterfeiting, International Trademark Association
Ms. Rachna Bakhru, Partner, RNA, Technology and IP Attorneys, New York
- A Social Media Awareness Campaign Using Influencers: Only Genuine X Copy
Ms. Amanda Lotheringen, Senior Manager, Copyright and Intellectual Property Enforcement, Companies and Intellectual Property Commission (CIPC), Pretoria

Discussion

Coffee Break

Work program item B: Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner

WIPO/ACE/17/9: IP Enforcement: Safeguarding SMEs, Innovation, and Economic Growth

- Local Practices of Administrative Intellectual Property Enforcement Supporting the Innovative Development of Enterprises
Mr. Xiaoyun Xie, Director General, Zhejiang Provincial Intellectual Property Office, Hangzhou City, Zhejiang Province, China
- Evidence of the Risks Posed by the Illicit Trade in Counterfeit Goods to Small and Medium-Sized Enterprises
Mr. Jaroslaw Mrowiec, Trade Policy Analyst, Organization for Economic Co-operation and Development (OECD), Paris

Discussion

Inauguration of the ACE Cinema and the Be Real – Spot the Fake Exhibition

Wednesday, February 5, 2025

10:00-13:00 **Work program item B: Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner**

Secretariat Presentations

ACE Catalogue: Demonstration by WIPO Secretariat
WIPO Secretariat

IP-Yes! WIPO's Youth Engagement Strategy
WIPO Secretariat

WIPO/ACE/17/11: New Domestic Legislation

- The Role of AGCOM in Protecting Copyright Online: Tackling Live Event Piracy
Ms. Bianca Terracciano, Digital Services Directorate, Italian Communications Authority (AGCOM), Rome
- Enforcement of Copyright in the Digital Environment – A New Copyright Law
Ms. Borana Ajazi, Director, Copyright Directorate, Ministry of Economy, Culture and Innovation, Tirana

Discussion

Coffee Break

WIPO/ACE/17/12: Challenges and Good Practices to Prevent the Use of Apps and App Stores for IP Infringement Activities

Mr. Antoine Aubert, IP Digital Specialist, European Observatory on Infringement of Intellectual Property Rights, European Union Intellectual Property Office (EUIPO), Alicante, Spain

Discussion

Agenda item 6: Recent activities of WIPO in the field of building respect for IP

WIPO/ACE/17/2: Recent Activities of WIPO in the Field of Building Respect for Intellectual Property
WIPO Secretariat

13:00-15:00 Lunch

15:00-18:00 Work program item B: Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner

WIPO/ACE/17/13: Study on the Effectiveness and the Legal and Technical Means of Implementing Website-Blocking Orders

Mr. Juan Rotger, Senior Legal Counsel at the Danish Rights Alliance (RettighedsAlliancen), Copenhagen

WIPO/ACE/17/14: Sharing Experiences and Best Practices on Site Blocking/No-Fault Injunctions

Panel Discussion

Moderator: Mr. Juan Rotger

- Site Blocking Best Practices
Ms. Karyn A. Temple, Senior Executive Vice President and Global General Counsel, Motion Picture Association (MPA), Washington D.C.
- Tackling Music Piracy: The Role of Intermediaries
Dr Elena Blobel, Director of Global Litigation, International Federation of the Phonographic Industry (IFPI), London

- The Role and the Work of The Greek Administrative Committee for Combatting Online Piracy of Live Events
Dr. Maria Daphne Papadopoulou, Acting Director, Hellenic Copyright Organization (HCO), Athens
- Operation Jianwang (Sword Net): Twenty Years Strengthening the Online Copyright Protection System in China
Ms. Ye Tingting, Deputy Director, Enforcement and Supervision Division, Copyright Department, National Copyright Administration of China (NCAC), Beijing

Discussion

Coffee Break

WIPO/ACE/17/15: Mediation and Alternative Dispute Resolution

- Compounding as a Mechanism of Alternative Dispute Resolution in Intellectual Property Disputes: The Kenyan Experience Under the Anti-Counterfeit Act
Dr. Robi Mbugua Njoroge King'a, Executive Director and CEO of the Anti-Counterfeit Authority (ACA), Nairobi
- Mediation as an Alternative Means of Resolving Enforcement-Related Disputes in Paraguay and Collaboration Between DINAPI and the WIPO Arbitration and Mediation Center
Mr. Diego Pérez Bernal, Director-General of Enforcement at the National Intellectual Property Directorate (DINAPI), Asuncion

Discussion

Thursday, February 6, 2025

10:00-13:00 Work program item B: Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner

WIPO/ACE/17/16: Enforcement Regimes: National Frameworks and International Collaborations

- Simplified Procedure for the Destruction of IP Infringing Goods in Small Consignments
Mr. Tim Werner, Legal Adviser, and Ms. Bianca Guimarães, International Intern, Swiss Federal Institute of Intellectual Property, Bern, Switzerland
- Follow the Money and Organized Crime
Detective Sergeant Robert Madden, National Intellectual Property Crime Unit (NIPCU), Garda National Bureau of Criminal Investigation, Dublin
- The Necessity of International Enforcement Cooperation to Combat Cross-Border Copyright Infringement
Ms. Keiko Momii, Director, Japan Copyright Office, Agency for Cultural Affairs, Government of Japan, Tokyo

- The Republic of Korea's Approach to Enhancing IP Enforcement Through International Cooperation
Ms. Jia Kim, Investigative Consultant (Public Prosecutor), Dispatched to the Intellectual Property Protection & Cooperation Bureau, Korean Intellectual Property Office (KIPO), Daejeon, Republic of Korea

Coffee Break

- China Continues to Strengthen Intellectual Property Protection through Administrative Enforcement
Mr. Yang Weitao, Deputy Director, Inspection Division III, Enforcement Inspection Bureau, State Administration for Market Regulation (SAMR), Beijing
- Lessons Learned from the COVID-19 Pandemic: The Increase in Counterfeiting and Piracy and the Effect of Economic Pressure on Consumers' Attitudes Towards Counterfeits
Mr. Roger A. Hildebrandt, Head of "Promotion of the use of IP", German Patent and Trademark Office, Berlin
- Public-Private Anti-Piracy Alliances and Cooperation: Progress and Perspectives - The Experience of Peru
Mr. Fausto Vienrich Enríquez, Director of Copyright, National Institute for the Defense of Competition and Protection of Intellectual Property, Lima

Discussion

13:00-15:00 Lunch

15:00-18:00 Work program item B: Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner

WIPO/ACE/17/17: Technological Tools in Combatting Digital Piracy and Counterfeiting

- Why Advanced Technology is Essential to Combat Intellectual Property Infringements in Real-Time
Mr. Pedro Bravo, Head of Content Protection, NOS Technology, Lisbon
- EBSI ELSA Blockchain Based Solution for the Authentication of Products
Ms. Claire Castel, Head of the Outreach and Knowledge of IP Service, European Observatory on Infringements of IP Rights, European Union Intellectual Property Office (EUIPO), Alicante, Spain

Discussion

Coffee Break

WIPO/ACE/17/19: The Impact of Counterfeiting on the Biotechnology Sector
Proposal by GRULAC

Work program item C: Exchange of information on national experiences in respect of WIPO's legislative assistance, with a focus on drafting national laws of enforcement that take into account the flexibilities, the level of development, the difference in legal tradition and the possible abuse of enforcement procedures, bearing in mind the broader societal interest and in accordance with Member States' priorities

Work program item D: Exchange of success stories on capacity building and support from WIPO for training activities at national and regional levels for agencies and national officials in line with relevant Development Agenda Recommendations and the ACE mandate

WIPO/ACE/17/18: Impact Capacity-Building Project: Building a Sustainable Intellectual Property Enforcement Mechanism

- *WIPO Secretariat*
- *Mr. Nawaf Ibrahim Sulaiman Alhammad, Director, Inference Department, Head of Preliminary Investigations Department, Saudi Authority for Intellectual Property, Riyadh*

Agenda item 7: Work of the ACE

Agenda item 8: Adoption of the Summary by the Chair

Agenda item 9: Closing of the session

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