



# **ASEAN-USPTO ADVANCED WORKSHOP ON ENFORCEMENT OF INTELLECTUAL PROPERTY RIGHTS AGAINST TRADE IN COUNTERFEIT GOODS**

18-20 April 2012  
Jakarta, Indonesia

Organized by  
United States Patent and Trademark Office Global Intellectual Property Academy  
and the ASEAN Secretariat  
in cooperation with the  
Indonesian Directorate General for Intellectual Property Rights

## **Day 1**

8:30-9:00a.m.

### **Registration**

9:00-9:15 a.m.

### **Welcoming Remarks**

**Peter N. Fowler**, *Regional Intellectual Property Attaché for Southeast Asia, USPTO/Foreign Commercial Service, U.S. Embassy Bangkok*

**Timothy Browning**, *Attorney-Advisor, Office of Policy and External Affairs, United States Patent and Trademark Office, Alexandria, Virginia*

**Josh Cartin**, *Deputy Chief of Mission, United States Mission to ASEAN*

**Ahmad M. Ramli**, *Director General, Directorate General of Intellectual Property Rights, Ministry of Law and Human Rights, Indonesia*

9:15-9:45 a.m.

### **Session 1: Overview of Program and Introduction of Participants**

**Timothy Browning**, *Attorney-Advisor, Office of Policy and External Affairs, United States Patent and Trademark Office, Alexandria, Virginia*

**Peter N. Fowler**, *Regional Intellectual Property Attaché for Southeast Asia, USPTO/Foreign Commercial Service, U.S. Embassy Bangkok*

9:45-10:45 a.m.

### **Session 2: Global Challenge in Combating Trade in Counterfeit Hard Goods and the Economic, Health and Safety, and Social Impact**

Moderator: **Timothy Browning**, *Attorney-Advisor, Office of Policy and External Affairs, USPTO, Alexandria, Virginia, USA*

Panel: **David J. Blakemore**, *Executive Director, IPR Business Partnership, Asia-Pacific Secretariat, New Zealand*

**Gerald H. Heuett, Jr.**, *Director, ICITAP Indonesia, U.S. Department of Justice, U.S. Embassy Jakarta*

10:45-11:15 a.m.

### **Group Photo and Coffee/Tea Break**

11:15-12:15 p.m.

### **Session 3: International Organizations: Counterfeits and Innovative Legislation and Approaches**

Moderator: **Peter N. Fowler**, *Regional IP Attaché for Southeast Asia, USPTO/Foreign Commercial Service, U.S. Embassy Bangkok*

Panel: **Michele Forzley**, *Global Health Law Professor, Lawyer, and Consultant to the World Health Organization (WHO)*

**Louise Van Greunen**, *World Intellectual Property Organization, Geneva, Switzerland*

**David J. Blakemore**, *Executive Director, IPR Business Partnership, Asia-Pacific Secretariat*

12:15-12:30pm

**Morning Q&A Session**

12:30-1:45 p.m.

**Lunch**

2:00-3:15 p.m.

**Session 4: Combating Trade in Counterfeits on the Internet – Part I**

Moderator: **Timothy Browning**, *Attorney-Advisor, Office of Policy and External Affairs, USPTO, Alexandria, Virginia*

Panel: **Sarah Rideout**, *Group Supervisor, Homeland Security Investigations, U.S. Department of Homeland Security, Atlanta, Georgia, USA.*

**Jeffrey Nii**, *U.S. Customs Attache, U.S. Embassy Singapore*

Commenters: **Raul Q. Tepace**, *Special Investigator III, National Bureau of Investigation, Philippines*

**Dao Tu Xuyen**, *Director General, Department of Science and Technology, Vietnam*

3:15-3:30 p.m.

**Coffee/Tea Break**

3:30-4:15 p.m.

**Session 5: Challenges to Crafting Legislative Approaches to Combat Rogue Websites and Online Counterfeiting and Piracy**

Presenter: **Peter N. Fowler**, *Regional IP Attaché for Southeast Asia, USPTO/Foreign Commercial Service, U.S. Embassy Bangkok*

4:15-5:00pm

**Roundtable Discussion on Information-Sharing and Enforcement Coordination in ASEAN**

Facilitator: **Allan B. Gepty**, *Deputy Director General, Intellectual Property Office of the Philippines, Manila, Philippines*

**Day 2**

[Note: Product Exhibition will continue all day]

9:00-10:30 a.m.

**Session 6: Investigating Crime Involving Counterfeit Medicines and Other Health and Safety Products**

Moderator: **Peter N. Fowler**, *Regional IP Attaché for Southeast Asia, USPTO/Foreign Commercial Service, U.S. Embassy Bangkok*

Panel: **Sarah Rideout**, *Group Supervisor, Homeland Security Investigations, U.S. Department of Homeland Security, Atlanta, Georgia, USA*

**Kin-Wah Chow**, *Rouse International, Jakarta International, Jakarta, Indonesia*

Commenters: **Phan Oun**, *Deputy Director and Head of Risk Management, Camcontrol, Ministry of Commerce, Cambodia*

**Nemia T. Getes**, *Food-Drug Regulatory Officer, Food and Drug Administration, Philippines*

10:30–10:45 a.m.

### **Coffee/Tea Break**

10:45–12:15 p.m.

### **Session 7: Best Practices for Interdiction and Control of Counterfeit Goods at the Border**

Moderator: **Timothy Browning**, *Attorney-Advisor, Office of Policy and External Affairs, USPTO*

Panel: **David J. Blakemore**, *Executive Director, IPR Business Partnership, Asia-Pacific Secretariat*

**Jeffrey Nii**, *U.S. Customs Attache, U.S. Embassy Singapore*

Commenters: **Habsah Harun**, *Senior Assistant Director of Customs, Enforcement Division, Royal Malaysian Customs, Ministry of Finance*

12:15–12:30 p.m.

### **Morning Q&A Session**

12:30–1:45 p.m.

### **Lunch**

2:00–3:15 p.m.

### **Session 8: Counterfeit Products in the ASEAN Region, Product Identification and Laboratory Analysis: A Private-Public Approach**

Moderator: **Peter N. Fowler**, *Regional IP Attaché for Southeast Asia, USPTO/Foreign Commercial Service, U.S. Embassy Bangkok*

Panel: **Kenneth Leung**, *Underwriters Laboratories, Hong Kong*

**Ralph Paul Horton**, *Manager, Global Product Protection, South Asia Pacific, Eli Lilly Asia, Inc., Bangkok, Thailand*

Commenter: **Dr. Rajendra Hendrajied**, *Associate Medical Director, PT Glaxo Wellcome Indonesia and PT SmithKline Beecham Pharmaceuticals, Jakarta, Indonesia*

3:15–3:30 p.m.

### **Coffee/Tea Break**

3:30–5:00 p.m.

**Session 9: Changing Attitudes: Innovative Approaches to Consumer and Stakeholder Education and Awareness**

Moderator: **Peter N. Fowler**, *Regional IP Attaché for Southeast Asia, USPTO/Foreign Commercial Service, U.S. Embassy Bangkok*

Panel: **Christopher E. Knight**, *CEO, Everett Knight (Asia Pacific) Pte. Ltd.; Advisor on Partnership for Safe Medicines - Southeast Asia”, Singapore.*

**Michele Forzley**, *Global Health Law Professor, Lawyer, and Consultant to the World Health Organization (WHO)*

**Louise Van Greunen**, *World Intellectual Property Organization, Geneva, Switzerland*

**Widyaretna Buenastuti**, *Chairperson, Masyarakat Indonesia Anti-Pemulsuan (MIAP)*

Commenters: **Adilah A. Aziz**, *Deputy Head, Consumer Protection Unit, Enforcement Division, Ministry of Domestic Trade, Cooperatives, and Consumerism, Malaysia*

**Jittima Srithaporn**, *Senior Legal Officer, Department of Intellectual Property, Ministry of Commerce, Thailand*

**Day 3**

[Note: Product Exhibition will continue all day]

9:00–9:45 a.m.

**Session 10: Product Identification: Diagnostic and Medical Devices, and Pharmaceutical and Veterinary Products**

Presenters: **Ralph Paul Horton**, *Manager, Global Product Protection, South Asia Pacific, Eli Lilly Asia, Inc., Bangkok, Thailand*

**Dr. Rajendra Hendrajied**, *Associate Medical Director, PT Glaxo Wellcome Indonesia and PT SmithKline Beecham Pharmaceuticals, Jakarta, Indonesia*

**Representative**, *Johnson & Johnson Medical*

9:45-10:30 a.m.

**Session 11: Product Identification: Food, Beverages, Chemicals, Fertilizers and Agrochemical Products, and Toys**

Presenters: **Peng Yeo Ong**, *DuPont Crop Protection Chemicals Malaysia*

**Nandang**, *Business Manager, DuPont Crop Protection Chemicals, Indonesia*

**Kin-Wah Chow**, *Rouse International, Jakarta*

10:30–10:45 a.m.

**Coffee/Tea Break**

10:45–11:30 a.m.

**Session 12: Product Identification: Automotive and Electrical Products, Appliances, Tools, Fluorochemicals and Lubricants**

Presenters: **Kenneth Leung**, *Underwriters Laboratories*

**Nick Redfearn**, *Partner, Rouse International, Jakarta*

**Kin-Wah Chow**, *Rouse International, Jakarta*

**Yasuhiro Sakaguchi**, *Asian Honda Motor Co., Ltd.*

11:30–12:15 p.m.

**Session 13: Product Identification: Fast Moving Consumer Products, Cosmetics, Footwear**

Presenters: **Nararya Sanggramawijaya Soeprato**, *Manager, Indonesia Government Relations, Procter & Gamble, Indonesia*

**Nick Redfearn**, *Partner, Rouse International, Jakarta*

12:15–12:30 p.m.

**Morning Q&A Session**

12:30–1:45 p.m.

**Lunch**

2:00–3:30 p.m.

**Session 14: Toward AEC in 2015: Roundtable on Best Practices Going Forward Against the Threat to Public Health and Safety from the Trade in Counterfeit Goods in the ASEAN Region**

Moderator: **Peter N. Fowler**, *Regional IP Attaché for Southeast Asia, USPTO/Foreign Commercial Service, U.S. Embassy Bangkok*

Panel: **David J. Blakemore**, *Executive Director, IPR Business Partnership, Asia-Pacific Secretariat*

**Christopher E. Knight**, *CEO, Everett Knight (Asia Pacific) Pte. Ltd.; Advisor on Partnership for Safe Medicines - Southeast Asia”, Singapore.*

**Michele Forzley**, *Global Health Law Professor, Lawyer, and Consultant to the World Health Organization (WHO)*

**Allan B. Gepty**, *Deputy Director General, Intellectual Property Office of the Philippines, Manila, Philippines*

**Cita Citrawinda**, *President of the Indonesian Group,  
International Association for the Protection of Intellectual  
Property (AIPPI)*

3:30-3:45 p.m.

**Coffee/Tea Break**

3:45-4:15 p.m.

**Evaluations/Awarding of Certificates**

4:15-4:30 p.m.

**Closing Remarks**

- *Representatives of DGIPR and USPTO*