## IPR BUSINESS PARTNERSHIP WORKSHOP ON HINGING BORDER CONTROL MEASURES

QUEZON B & C, MAKATI SHANGRI-LA HOTEL 26-28 OCTOBER 2011

## DAY 3: 26 October 2011

8:30 - 9:00REGISTRATION

9:00 - 9:15INTRODUCTION OF THE EVENT

9:15 - 10:15Session 5: EFFECTIVE ENFORCEMENT MEASURES: A PRACTICAL CROSS DISCIPLINE TRAINING

**SCENARIO** 

Ms. Louise Van Greunen

World Intellectual Property Organization

Session 6: MOA SIGNING: NCIPR & IPR BUSINESS PARTNERSHIP

10:15 - 10:30

10:30 - 10:45 Session 7: UPDATE ON ENFORCEMENT

Atty. Chester Arturo D. Cinco

Attorney IV, Office of the Director General Intellectual Property Office of the Philippines Head, Secretariat on IP Inter-Agency Coordination

10:45 - 11:00COFFEE BREAK / PHOTO SESSION

11:00 - 12:30 Session 8: IPR BUSINESS PARTNERSHIP COUNTERFEIT **IDENTIFICATION WORKSHOP** 

Swiss Watch Federation Mr. Francois Dubois

New Era Caps Mr. Tony Swaffield

Mr. Francois Dubois

12:30 - 1:30**LUNCH BREAK** 

1:30 - 2:30

Mr. Advan Huang Colgate Palmolive

Mr. Steven Wang

Philips

Mr. Chuck Qi

Beiersdorf AG

2:30 - 3:00COFFEE BREAK

3:00 - 4:30Mr. Stephen Dunn

Hewlett Packard

Castrol

Mr. Erwin Borja

DAY 4: 27 October 2011

8:30 - 9:00 REGISTRATION

9:00 - 10:30 Session 8: IPR BUSINESS PARTNERSHIP COUNTERFEIT **IDENTIFICATION WORKSHOP (continuation)** 

Mr. Denis Acop

Mr. Thomas Ehmer

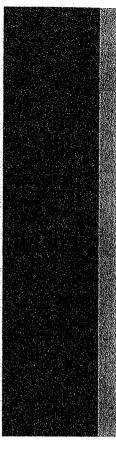
Puma

Ms. Brenda Ngai

Louis Vuitton

10:30 - 11:00COFFEE BREAK





Topic 1: Risk Profiling

Mr. David Blakemore

**Executive Director** 

IPR Business Partnership (Asia Pacific)

11:30 - 12:30Session 8: IPR BUSINESS PARTNERSHIP COUNTERFEIT **IDENTIFICATION WORKSHOP (continuation)** 

Ms. Claire B. Corral

The Singer Company Ltd.

Mr. Charles Hoskin

12:30 - 1:30LUNCH BREAK

1:30 - 3:00Session 9: EFFECTIVE INVESTIGATION & PROSECUTION OF IPR VIOLATIONS (Part 1)

Mr. David Blakemore

**Executive Director** 

IPR Business Partnership (Asia Pacific)

Atty. Bienvenido A. Marquez III

**Business Software Alliance** 

Mr. John Lesaca

Intellectual Property Coalition

3:00 - 3:30

COFFEE BREAK

Mr. Ramon S. Esguerra

3:30 - 4:00

Intellectual Property Association of the Philippines

Atty. Richard David C. Funk II

Anti-Money Laundering Council Executive Director

> 4:00 - 4:30Session 10: IPR ENFORCEMENT AT THE BORDER

Atty. Teddy Sandy Raval

Assistant Chief, IPR Division

Bureau of Customs

4:30 - 5:00 SYNTHESIS OF THE WORKSHOP OUTPUTS

DAY 5: 28 October 2011

8:30 - 9:00 REGISTRATION

9:00-9:15 INTRODUCTION OF THE SESSION

9:15 - 10:00Session 11: EFFECTIVE INVESTIGATION & PROSECUTION OF IPR VIOLATIONS (Part 2)

Mr. Philipp Guentart

US Department of Justice Computer Crime & IP Section

Atty. Severino H. Gaña, Jr.

Department of Justice Senior Deputy State Prosecutor



## Mr. Peter Fowler

United States Patent & Trademark Office Regional IP Attaché for Southeast Asia

10:00 - 10:15COFFEE BREAK

10:15 - 11:00Atty. Cyrus Paul Valenzuela

Officer-in-Charge, Office of the Executive Director

Optical Media Board

Police Director Emelito T. Sarmiento

Police Executive Service Eligibility

**Philippine National Police** 

Hon. Magtanggol Gatdula

National Bureau of Investigation

11:00 - 12:00 Session 12: EFFECTIVE BORDER CONTROL: THE ROLE OF THE BUREAU OF CUSTOMS

BGen. Danilo Lim

**Bureau of Customs** Deputy Commissioner

12:00 - 1:30LUNCH BREAK

1:30 - 2:30Session 13: PRESENTATION OF THE 2012-2016 **EXECUTIVE SECRETARY PAQUITO N. OCHOA, JR** PHILIPPINE ACTION PLAN ON INTELLECTUAL PROPERTY RIGHTS PROTECTION AND ENFORCEMENT TO

Atty. Ricardo R. Blancaflor

Director General

Intellectual Property Office of the Philippines

NCIPR Member-Agencies

## MESSAGE

Office of the President **Executive Secretary** Hon. Paquito N. Ochoa, Jr.

Session 14: RECOGNITION OF IP CHAMPIONS

Atty. Ricardo R. Blancaflor Director General

Intellectual Property Office of the Philippines

Atty. Allan B. Gepty

Deputy Director General

Intellectual Property Office of the Philippines

3:00 - 3:30 **CLOSING REMARKS** 

Hon. Gregory L. Domingo

Secretary

Department of Trade & Industry