

**IPR BUSINESS PARTNERSHIP WORKSHOP ON  
EFFECTIVE BORDER CONTROL MEASURES**

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

**DAY 3: 26 October 2011**

8:30 - 9:00 REGISTRATION

9:00 - 9:15 INTRODUCTION OF THE EVENT

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

*Ms. Louise Van Greunen*  
Director  
World Intellectual Property Organization

10:15 - 10:30 **Session 6: MOA SIGNING: NCIPR & IPR BUSINESS  
PARTNERSHIP**

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

*Atty. Chester Arturo D. Cinco*  
Attorney IV, Office of the Director General  
Head, Secretariat on IP Inter-Agency Coordination  
Intellectual Property Office of the Philippines

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

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

*Mr. Francois Dubois*  
Swiss Watch Federation

*Mr. Tony Swaffield*  
New Era Caps

*Mr. Francois Dubois*  
Chanel

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 - 3:00 COFFEE BREAK

3:00 - 4:30 *Mr. Stephen Dunn*  
Hewlett Packard

*Mr. Erwin Borja*  
Castrol

**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*  
Pfizer

*Mr. Thomas Ehmer*  
Puma

*Ms. Brenda Ngai*  
Louis Vuitton

10:30 - 11:00 COFFEE BREAK



**The IPR Business Partnership**

The IPR Business Partnership is a forum for public-private sector debate, discussion and innovation with the express purpose of promoting public-private partnership as a key weapon in combating infringement, so as to protect intellectual property rights. To date, this partnership has a number of technical assistance activities for enforcement authorities, having been developed.

11:00 – 11:30 Topic 1: Risk Profiling

**Mr. David Blakemore**  
Executive Director  
IPR Business Partnership (Asia Pacific)

11:30 – 12:30 Session 8: IPR BUSINESS PARTNERSHIP COUNTEREIT IDENTIFICATION WORKSHOP (continuation)

**Ms. Claire B. Corral**  
The Singer Company Ltd.

**Mr. Charles Hoskin**  
Unilever

12:30 – 1:30 LUNCH BREAK

1:30 – 3:00 Session 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**  
Chairman  
Intellectual Property Coalition

3:00 – 3:30 COFFEE BREAK

**Mr. Ramon S. Esguerra**  
President  
Intellectual Property Association of the Philippines

3:30 – 4:00  
**Atty. Richard David C. Funk II**  
Executive Director  
Anti-Money Laundering Council

4:00 – 4:30 Session 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 – 10:00 Session 11: EFFECTIVE INVESTIGATION & PROSECUTION OF IPR VIOLATIONS (Part 2)

**Mr. Philipp Guentart**  
Computer Crime & IP Section  
US Department of Justice

**Atty. Severino H. Gaña, Jr.**  
Senior Deputy State Prosecutor  
Department of Justice

**NCIPR**

**The National Committee on Intellectual Property Rights**

The National Committee on Intellectual Property Rights was established in 2005 and formalized in 2008 through Executive Order No. 735 signed by former President Gloria Macapagal-Arroyo. It is composed of the following agencies: Philippine National Police, National Bureau of Investigation, Optical Media Board, Department of Justice, Bureau of Customs, Intellectual Property Office, Department of Trade and Industry, Department of Interior and Local Government, National Telecommunications Commission, National Book Development Board, Office of the Special Representative and International Commerce and the Food and Drugs Administration.

**Mr. Peter Fowler**  
Regional IP Attaché for Southeast Asia  
United States Patent & Trademark Office

10:00 – 10:15 COFFEE BREAK

10:15 – 11:00 **Atty. 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**  
Director  
National Bureau of Investigation

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

**BGen. Danilo Lim**  
Deputy Commissioner  
Bureau of Customs

12:00 – 1:30 LUNCH BREAK

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

**Atty. Ricardo R. Blancaflor**  
Director General  
Intellectual Property Office of the Philippines

**NCIPR Member-Agencies**

**MESSAGE**

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

2:30 – 3:00

**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