

1st PHILIPPINE ANTI-COUNTERFEITING AND PIRACY SUMMIT

**24-28 October 2011
Makati Shangri-La Hotel
Makati City**

PROVISIONAL PROGRAMME

DAY 1 – October 24, 2011
Opening Programme

8:00 – 8:30	Registration	
8:30 – 9:30	Opening Ceremonies	
	Invocation and Philippine National Anthem: <i>IPOPHL Chorale</i>	
	Opening Address:	<i>Atty. Ricardo R. Blancaflor</i> Director General Intellectual Property Office Philippines <i>Ms. Louise Van Greunen</i> Director World Intellectual Property Organization
	Introduction of the Keynote Speaker:	<i>Mr. Jesus C. Varela</i> Chairman, Committee on Intellectual Property Philippine Chamber of Commerce and Industry
	Keynote Address:	<i>Hon. Jejomar C. Binay</i> Vice President Republic of the Philippines
9:30-10:00	Photo Session/Coffee Break	
10:00- 10:30	SESSION 1:	Counterfeiting and Piracy: A Serious Concern <i>Speaker: Atty. Allan B. Gepty</i> Deputy Director General Intellectual Property Office Philippines
10:30-11:30	SESSION 2:	Role of LGU in the Campaign Against Counterfeiting & Piracy
		<i>Speaker: Hon. Alfredo S. Lim</i> Mayor City of Manila <i>Hon. Celso L. Lobregat</i> Mayor City of Zamboanga <i>Hon. Jesse M. Robredo</i> Secretary Department of Interior and Local Government
11:30-12:00	SESSION 3:	Philippine Approach to IPR Enforcement
		<i>Speaker: Atty. Ricardo R. Blancaflor</i> Director General Intellectual Property Office Philippines
12:00-1:00	LUNCH BREAK	
1:00-4:45	SESSION 4:	WIPO Regional Workshop on the Dangers of Counterfeit Goods to Public Health

1:00-2:00	Topic 1:	<p>An Introduction to IP Rights (Patents, Trademarks, Designs, Copyright) and Building Respect for IP Rights</p> <p>International Legal Framework <i>Speaker: Ms. Louise Van Greunen</i> Director World Intellectual Property Organization</p> <p>National Legal Framework <i>Speaker: Atty. Andrew Michael S. Ong</i> Deputy Director General Intellectual Property Office Philippines</p>
2:00-2:30	Topic 2:	<p>What is counterfeiting? What isn't counterfeiting? And why should we care?</p> <p>Basic "Rights" and "Wrongs" from a Global Perspective</p> <p><i>Speaker: Ms. Louise Van Greunen</i> Director World Intellectual Property Organization</p>
2:30-3:30	Topic 3:	<p>Intersection between IP and public policy – in particular public health</p> <p>Government Perspective</p> <p><i>Speakers: Atty. Emilio L. Polig, Jr.</i> Chief, legal Information and Compliance Division Food and Drug Administration</p> <p><i>Engr. Epifanio M. Evasco</i> Director Bureau of Patent Intellectual Property Office</p> <p>Private Perspective <i>Speaker: Mr. Tomas Marcelo Luke Agana III</i> President Philippine Chamber of Pharmaceutical Industries</p>
3:30-4:00	Coffee Break	
4:00-4:45	Topic 4:	<p>The Malaysia Experience: Addressing Public Health, Law Enforcement Agency and Public Awareness, and Cooperation Structures and Mechanisms</p> <p><i>Speaker: Professor Rohazar Wati</i> Malaysia</p>
4:45-5:30	Panel Discussion on Case Studies	

	<p><i>Panelists:</i> Mr. Mario U. Gautiano Product Manager Bureau of Product Standard, Department of Trade and Industry</p> <p>Mr. Jose P. Pepito Chairperson National Consumer Affairs Council</p> <p>Carmen G. Peralta Director Documentation Information and Technology Transfer Bureau, IPOPHL</p> <p><i>Moderator(s):</i> WIPO/IP Office</p>
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DAY 2 – October 25, 2011

WIPO Regional Workshop on the Dangers of Counterfeit Goods to Public Health (WIPO)

8:30-9:00	(Registration)		
9:00-12:30	SESSION 4: (cont'd)	WIPO Workshop on the Dangers of Counterfeit Goods to Public Health	
	9:00-10:30	Topic 5 :	WIPO Outreach Tools and Consumer Attitudes and Perceptions.
			<p><i>Speaker:</i> Ms. Louise Van Greunen Director World Intellectual Property Organization</p> <p>Mr. Omar Katbi Head, Outreach Services Section World Intellectual Property Organization</p>
	10:30-11:00	Topic 6:	Public Awareness: The Malaysia Experience on Public Awareness Database and Tools
			<p><i>Speaker:</i> Professor Rohazar Wati Malaysia</p>
	11:00-11:15	Coffee Break	
	11:15-12:30	Topic 7:	Public Outreach: Challenges Faced by the Anti-Counterfeit Agency
			<p><i>Speakers:</i> Atty. Andrea Pasion-Flores Executive Director National Book Development Board</p> <p>Atty. Cyrus Paul Valenzuela Officer-in-Charge, Executive Director Optical Media Board</p> <p>Atty. Joel Tovera</p>

			Executive Officer Intellectual Property Rights Division National Bureau of Investigation
12:30-2:00	LUNCH BREAK		
2:00-5:00	SESSION 4: (cont'd)	WIPO Workshop on the Dangers of Counterfeit Goods to Public Health	
	2:00-3:00	Topic 8:	Formulating a Public Outreach Action Plan (breakout discussion groups and report back session) Resources: All Speakers Moderators: WIPO/US/IPOPHL
	3:00-3:30	Coffee Break	
	3:30-5:00	Topic 8: (cont'd)	Formulating a Public Outreach Action Plan (Break-out discussion groups and report back session) <i>Resources: All speakers</i> <i>Moderator(s): WIPO/U.S./IPOPHIL</i>

DAY 3 – October 26, 2011

IPR Business Partnership Workshop on Effective Border Control Measures

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	
		<i>Speaker:</i> <i>Ms. Louise Van Greunen</i> 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	
		<i>Speaker:</i> <i>Atty. Chester Arturo D. Cinco</i> Attorney IV, Office of the Director General Head, Secretariat on Intellectual Property Inter-Agency Coordination (SIPIAC)	
10:45-11:00	Coffee Break/Photo Opportunity		
11:00-12:30	SESSION 8:	IPR Business Partnership Counterfeit Identification Workshop	
		Topic 1:	<i>Mr. Francois Dubois</i> Swiss Watch Federation
		Topic 2:	<i>Mr. Tony Swaffield</i> New Era Caps
		Topic 3:	<i>Mr. Francois Dubois</i> Chanel

12:30-1:30	LUNCH BREAK		
1:30-2:30		Topic 4:	<i>Mr. Advan Huang</i> Colgate Palmolive
		Topic 5:	<i>Mr. Steven Wang</i> Philips
		Topic 6:	<i>Mr. Chuck Qi</i> Beiersdorf AG
2:30-3:00	Coffee Break		
3:00-4:30		Topic 7:	<i>Mr. Stephen Dunn</i> Hewlett Packard
		Topic 8:	Mr. Erwin Borja Castrol

DAY 3 – October 26, 2011
12:00-5:00PM (simultaneous)

INTA: Roundtable Discussion on Internet Piracy and Landlord Liability
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DAY 4 – October 27, 2011

IPR Business Partnership Workshop on Effective Border Control Measures

8:30-9:00am	Registration		
9:00-12:30	Session 8: (cont'd)	IPR Business Partnership Counterfeit Identification Workshop	
	9:30-10:00	Topic 9:	<i>Mr. Denis Acop</i> Pfizer
	10:00- 10:30	Topic 10:	<i>Mr. Thomas Ehmer</i> Puma
		Topic 11:	<i>Ms. Brenda Ngai</i> Louis Vuitton
	10:30- 11:00	Coffee Break	
	11:00- 11:30	Topic 12:	Risk Profiling Speaker: <i>Mr. David Blakemore</i> Executive Director IPR Business Partnership (Asia Pacific)
	11:30- 12:00	Topic 13:	Ms. Claire Corral The Singer Company Ltd
12:30-1:00	Lunch Break		
1:00-1:30		Topic 14:	Mr. Charles Hoskin Unilever
1:30-4:00	SESSION 9:	Effective Investigation and Prosecution of IPR Violations 1	

		<p><i>Speaker</i></p> <p><i>Mr. David Blakemore</i> Executive Director IPR Business Partnership (Asia Pacific)</p> <p><i>Atty. Bienvenido A. Marquez III</i> Business Software Alliance</p> <p><i>Mr. John Lesaca</i> Chairman Intellectual Property Coalition</p>
	3:00-3:30	Coffee Break
		<p><i>Mr. Ramon Esguerra</i> President Intellectual Property Association of the Philippines</p> <p><i>Atty. Richard David C. Funk II</i> Executive Director Anti-Money Laundering Council</p>
4:00-4:30	SESSION 10:	IPR Enforcement at the Border
		<p>Speaker: <i>Atty. Teddy Sandy Raval</i> Assistant Chief Intellectual Property Rights Division Bureau of Customs</p>
4:30-5:00		Synthesis of the Workshop Outputs

DAY 5 – October 28, 2011

Closing Programme: Presentation of 2012-2016 Action Plan

8:30-9:00am	Registration	
9:00-9:15	Introduction of the Session	
9:15-12:00	SESSION 11: (cont'd)	Effective Investigation and Prosecution of IPR Violations 2
	9:15-10:00	<p><i>Speakers: Mr. Philipp Guentart</i> Computer Crime & IP Section US Department of Justice</p> <p><i>Atty. Severino H. Gaña, Jr.</i> Senior Deputy State Prosecutor Department of Justice</p> <p><i>Mr. Peter Fowler</i> Regional IP Attaché United States Patent and Trademarks Office</p>
	10:00-10:15	Coffee Break
	10:15-11:00	<p><i>Speakers: Atty. Cyrus Paul Valenzuela</i> Officer-in-Charge, Executive Director Optical Media Board</p>

		<p><i>Police Director Emelito T. Sarmiento</i> PESE Philippine National Police</p> <p><i>Hon. Magtanggol Gatdula</i> Director National Bureau of Investigation</p>
11:00-12:00	SESSION 12:	<p>Effective Border Control: The Role of the Bureau of Customs</p> <p><i>Speaker: Gen. Danilo Lim</i> Deputy Commissioner Bureau of Customs</p>
12:00-1:30	LUNCH	
1:30-2:30	SESSION 13:	<p>Presentation of 2012-2016 Philippine Action Plan on IPR Protection and Enforcement to Executive Secretary Paquito N. Ochoa, Jr.</p> <p><i>Director General Ricardo R. Blancaflor and NCIPR</i></p> <hr/> <p>Message: <i>Hon. Paquito N. Ochoa, Jr.</i> Executive Secretary Office of the President</p>
2:30-3:00	SESSION 14:	Recognition of IP Champions
3:00-3:30	Closing Remarks:	<i>Hon. Gregory L. Domingo</i> Secretary Department of Trade and Industry

DAY 3 – October 26, 2011
12:00-5:00PM (simultaneous)

INTA: Roundtable Discussion on Internet Piracy and Landlord Liability

AGENDA

12:00-1:00 PM	REGISTRATION/LUNCH
1:00-1:10 PM	OPENING REMARKS <i>* Director-General Ricardo R. Blancaflor, IPOPHL</i>
1:10-1:20PM	TALK ON INTA & THE ANTI-COUNTERFEITING COMMITTEE <i>* Atty. Regina Reyes-Rara, (INTA)</i>
1:20-1:40PM (HB 3823)	LANDLORDS AND BUILDING OWNERS LIABILITY ON PIRACY ACT
1:40-2:00PM	LANDLORD LIABILITY: A REGIONAL PERSPECTIVE <i>* Peter N. Fowler, Regional IP Attache for Southeast Asia U.S. Patent and Trademark Office (USPTO)</i>

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2:00-2:20	INTA PROPOSAL TO DISRUPT ILLEGAL BUSINESS OF VENDORS WHO SELL COUNTERFEIT GOODS THROUGH LEASED PREMISES * <i>Atty. Susan Villanueva, INTA</i>
2:20-2:50PM	DISCUSSION: POSSIBLE MEASURES TO ENFORCE LANDLORD LIABILITY
3:00 -3:20PM	ACTION PLAN
3:20-3:30PM	BREAK
3:30-4:00PM	COUNTERFEITING ON THE INTERNET – PRESENT PHILIPPINE SITUATION * <i>Atty. Emma Francisco, INTA</i>
4:00-4:15PM	INTA BEST PRACTICES FOR ADDRESSING THE SALE OF COUNTERFEITS ON THE INTERNET * <i>Atty. Augusto Bundang, INTA</i>
4:15-4:45PM	ENFORCEMENT OF INTERNET COUNTERFEITING
4:45-5:00PM	ACTION PLAN