1st PHILIPPINE ANTI-COUNTERFEITING AND PIRACY SUMMIT

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

PROVISIONAL PROGRAMME

Organized by the Intellectual Property Office Philippines (IPOPHL) in cooperation with the National Committee on Intellectual Property Rights (NCIPR), World Intellectual

\$ASQPROGRAM Manila Edited 10 21 2011 - FINAL.doc Property Organization (WIPO), IPR Business Partnership (IPBP) and the International Trademarks Association (INTA)

DAY 1 – October 24, 2011 Opening Programme

8:30 - 9:30 Opening Ceremonies Invocation and Philippine National Anthem: <i>IPOPHL Chorale</i> Opening Address: Atty. <i>Ricarda R. Blancatlar</i> Director General Intellectual Property Office Philippines <i>Ms. Louise Van Greunen</i> Director Director World Intellectual Property Office Philippines <i>Ms. Louise Van Greunen</i> Director World Intellectual Property Organization Mr. <i>Jesus C. Varela</i> Chairman, Committee on Intellectual Property 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 Townerce and 10:00-10:30 SESSION Counterfeiting and Piracy: A Serious Concern 1: Speaker: Atty. Alian B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION Role of LGU in the Campaign Against Counterfeiting & 2: Princey Speaker: Hon. Alfredo S. Lim Mayor City of Zamboanga Hon. Jesse M. Robredo Secretary D	8:00 - 8:30	Registration			
Opening Address: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines Ms. Louise Van Greunen Director Ms. Louise Van Greunen Director Introduction of the Keynote Speaker: Mr. Jesus C. Varela Chairman, Committee on Intellectual Property Verial Address: Han. Jejomar C. Binay Vice President Republic of the Philippines 9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION 2: Counterfeiting and Piracy: A Serious Concern Republic of the Philippines 10:30-11:30 SESSION 2: Counterfeiting and Piracy: A Serious Concern Republic of the Philippines 10:30-11:30 SESSION 2: Counterfeiting and Piracy: A Serious Concern Republic of the Philippines 10:30-11:30 SESSION 2: Counterfeiting and Piracy: A Serious Concern Republic of the Philippines 10:30-11:30 SESSION 2: Counterfeiting and Piracy: A Serious Concern Republic for General Intellectual Property Office Philippines 11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement Republic of General Intellectual Property Office Philippines 11:30-12:00 Session 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK Speaker	8:30 - 9:30	Opening Ceremonies			
Opening Address: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines Ms. Louise Van Greunen Director Ms. Louise Van Greunen Director Introduction of the Keynote Speaker: Mr. Jesus C. Varela Chairman, Committee on Intellectual Property Verial Address: Han. Jejomar C. Binay Vice President Republic of the Philippines 9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION 2: Counterfeiting and Piracy: A Serious Concern Republic of the Philippines 10:30-11:30 SESSION 2: Counterfeiting and Piracy: A Serious Concern Republic of the Philippines 10:30-11:30 SESSION 2: Counterfeiting and Piracy: A Serious Concern Republic of the Philippines 10:30-11:30 SESSION 2: Counterfeiting and Piracy: A Serious Concern Republic of the Philippines 10:30-11:30 SESSION 2: Counterfeiting and Piracy: A Serious Concern Republic for General Intellectual Property Office Philippines 11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement Republic of General Intellectual Property Office Philippines 11:30-12:00 Session 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK Speaker					
Director General Intellectual Property Office Philippines Ms. Louise Van Greunen Director World Intellectual Property Organization Introduction of the Keynote Speaker: Mr. Jesus C. Varela Chairman, Committee on Intellectual Property Philippine Chamber of Commerce and Industry Keynote Address: Han. Jejomar C. Binay Vice President Republic of the Philippines 9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION Image: Counterfeiting and Piracy: A Serious Concern Image: Sector General Intellectual Property Office Philippines 10:30-11:30 SESSION Image: Counterfeiting and Piracy: A Serious Concern Image: Sector General Intellectual Property Office Philippines 10:30-11:30 SESSION Image: City of Counterfeiting & Piracy Speaker: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: 11:30-11:30 SESSION Image: Sector General Intellectual Property Office Philippines 11:30-12:00 SESSION Image: Speaker: Philippine Approach to IPR Enforcement Image: Afty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 11:30-12:00 LUNCH BREAK		Opening	Address:	Atty. Ricardo R. Blancaflor	
Ms. Louise Van Greunen Director World Intellectual Property Organization Introduction of the Mr. Jesus C. Varela Keynote Speaker: Han. Jejomar C. Binay Philippine Chamber of Commerce and Industry Keynote Address: Han. Jejomar C. Binay Vice President Republic of the Philippines 9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION Counterfeiting and Piracy: A Serious Concern 11: Speaker: Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION Philippine Approach to IPR Enforcement 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines					
Ms. Louise Van Greunen Director World Intellectual Property Organization Introduction of the Mr. Jesus C. Varela Keynote Speaker: Han. Jejomar C. Binay Philippine Chamber of Commerce and Industry Keynote Address: Han. Jejomar C. Binay Vice President Republic of the Philippines 9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION Counterfeiting and Piracy: A Serious Concern 11: Speaker: Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION Philippine Approach to IPR Enforcement 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines				Intellectual Property Office Philippines	
Director World Intellectual Property Organization Introduction of the Keynote Speaker: Mr. Jesus C. Varela Chairman, Committee on Intellectual Property Philippine Chamber of Commerce and Industry Keynote Address: Han. Jejomar C. Binay Vice President Republic of the Philippines 9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION 1: SESSION 1: Counterfeiting and Piracy: A Serious Concern 1: Speaker: Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines					
Introduction of the Keynote Speaker: Mr. Jesus C. Varela Chairman, Committee on Intellectual Property Philippine Chamber of Commerce and Industry Keynote Address: Hon. Jejomar C. Binay Vice President Republic of the Philippines 9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION 1: Session/Coffee Break 10:00-10:30 SESSION 2: Afty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION 2: Speaker: Afty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION 2: Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Session Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Speaker: Afty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK				Ms. Louise Van Greunen	
Introduction of the Keynote Speaker: Mr. Jesus C. Varela Chairman, Committee on Intellectual Property Philippine Chamber of Commerce and Industry Keynote Address: Hon. Jejomar C. Binay Vice President Republic of the Philippines 9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION I: SESSION 1: Counterfeiting and Piracy: A Serious Concern I: Speaker: Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION 2: Piracy Role of LGU in the Campaign Against Counterfeiting & Piracy City of Manila Hon. Jesse M. Robredo S. Lim Mayor City of Manila Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement Jirector General Intellectual Property Office Philippines 11:30-12:00 LUNCH BREAK				Director	
Keynote Speaker: Chairman, Committee on Intellectual Property Philippine Chamber of Commerce and Industry Keynote Address: Hon. Jejomar C. Binay Vice President Republic of the Philippines 9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION SESSION Counterfeiting and Piracy: A Serious Concern I: Speaker: 0:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Celso L. Lobregat Mayor City of Zamboanga 11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement 11:30-12:00 LUNCH BREAK				World Intellectual Property Organization	
Keynote Speaker: Chairman, Committee on Intellectual Property Philippine Chamber of Commerce and Industry Keynote Address: Hon. Jejomar C. Binay Vice President Republic of the Philippines 9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION SESSION Counterfeiting and Piracy: A Serious Concern I: Speaker: 0:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Celso L. Lobregat Mayor City of Zamboanga 11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement 11:30-12:00 LUNCH BREAK		Introducti	on of the	Mr. Josus C. Varola	
Property Property Philippine Chamber of Commerce and Industry Keynote Address: 40.1 Jejomar C. Binay 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 1: Speaker: Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement 11:30-12:00 SESSION 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK					
Philippine Chamber of Commerce and Industry Philippine Chamber of Commerce and Industry Keynote Address: Hon. Jejomar C. Binay 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 Speaker: 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK		Reynole o	peaker,	-	
Industry Industry Keynote Address: Hon. Jejomar C. Binay 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 1: Speaker: Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Mayor City of Manila Hon. Jesse M. Robredo Secretary Department of Interior and Local Government Government 11:30-12:00 SESSION 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK Speaker: Atty. Ricardo R. Blancaflor					
9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION 1: Counterfeiting and Piracy: A Serious Concern 1: Speaker: Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines					
9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION 1: Counterfeiting and Piracy: A Serious Concern 1: Speaker: Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines					
9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION 1: Counterfeiting and Piracy: A Serious Concern 11: Speaker: Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK		Keynote A	Address:		
9:30-10:00 Photo Session/Coffee Break 10:00-10:30 SESSION Counterfeiting and Piracy: A Serious Concern 1: Speaker: Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK					
10:00-10:30 SESSION 1: Counterfeiting and Piracy: A Serious Concern Speaker: Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK				Republic of the Philippines	
10:00-10:30 SESSION 1: Counterfeiting and Piracy: A Serious Concern Speaker: Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines 10:30-11:30 SESSION 2: Role of LGU in the Campaign Against Counterfeiting & Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK	9:30-10:00	Photo Ses	sion/Coffee E	ı Break	
Speaker:Atty. Allan B. Gepty Deputy Director General Intellectual Property Office Philippines10:30-11:30SESSION 2:Role of LGU in the Campaign Against Counterfeiting & Piracy2:Speaker:Hon. Alfredo S. Lim Mayor City of ManilaHon. Celso L. Lobregat Mayor City of ZamboangaHon. Celso L. Lobregat Mayor City of Zamboanga11:30-12:00SESSION 3:Philippine Approach to IPR Enforcement11:30-12:00LUNCH BREAK	10:00- 10:30				
Deputy Director General Intellectual Property Office Philippines10:30-11:30SESSION 2:Role of LGU in the Campaign Against Counterfeiting & PiracySpeaker:Hon. Alfredo S. Lim Mayor City of ManilaHon. Celso L. Lobregat Mayor City of ZamboangaHon. Jesse M. Robredo Secretary Department of Interior and Local Government11:30-12:00SESSION 3:Philippine Approach to IPR Enforcement Director General Intellectual Property Office Philippines12:00-1:00LUNCH BREAK		1:			
Intellectual Property Office Philippines10:30-11:30SESSION 2:Role of LGU in the Campaign Against Counterfeiting & PiracySpeaker:Hon. Alfredo S. Lim Mayor City of ManilaHon. Celso L. Lobregat Mayor City of ZamboangaHon. Jesse M. Robredo Secretary Department of Interior and Local Government11:30-12:00SESSION 3:Philippine Approach to IPR Enforcement12:00-1:00LUNCH BREAK			Speaker:	Atty. Allan B. Gepty	
10:30-11:30SESSION 2:Role of LGU in the Campaign Against Counterfeiting & PiracySpeaker:Hon. Alfredo S. Lim Mayor City of ManilaHon. Celso L. Lobregat Mayor City of ZamboangaHon. Celso L. Lobregat Mayor City of ZamboangaHon. Jesse M. Robredo Secretary Department of Interior and Local Government11:30-12:00SESSION 3:Philippine Approach to IPR Enforcement Director General Intellectual Property Office Philippines12:00-1:00LUNCH BREAK					
2: Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION Philippine Approach to IPR Enforcement 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines				Intellectual Property Office Philippines	
2: Piracy Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION Philippine Approach to IPR Enforcement 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines	10:30-11:30	SESSION	Role of I GU	in the Campaian Against Counterfeiting &	
Speaker: Hon. Alfredo S. Lim Mayor City of Manila Hon. Celso L. Lobregat Mayor City of Zamboanga Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION Philippine Approach to IPR Enforcement 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines	10.00 11.00				
Mayor City of ManilaHon. Celso L. Lobregat Mayor City of ZamboangaHon. Jesse D. Robredo Secretary Department of Interior and Local Government11:30-12:00SESSION 3:Philippine Approach to IPR Enforcement Director General Intellectual Property Office Philippines12:00-1:00LUNCH BREAK				Hon, Alfredo S. Lim	
11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement 12:00-1:00 LUNCH BREAK					
Mayor City of Zamboanga Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK					
Mayor City of Zamboanga Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK					
City of ZamboangaHon. Jesse M. Robredo Secretary Department of Interior and Local Government11:30-12:00SESSION 3:Philippine Approach to IPR Enforcement Director General Intellectual Property Office Philippines12:00-1:00LUNCH BREAK					
Hon. Jesse M. Robredo Secretary Department of Interior and Local Government 11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK				•	
Secretary Department of Interior and Local Government11:30-12:00SESSION 3:Philippine Approach to IPR Enforcement3:Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines12:00-1:00LUNCH BREAK				City of Zamboanga	
Secretary Department of Interior and Local Government11:30-12:00SESSION 3:Philippine Approach to IPR Enforcement3:Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines12:00-1:00LUNCH BREAK				Hon, Jesse M. Robredo	
Department of Interior and Local Government 11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement 3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK					
11:30-12:00 SESSION 3: Philippine Approach to IPR Enforcement 11:30-12:00 Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK					
3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines			Governme		
3: Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines	11.20 10.00	CECCION	Dhilimmin c	Annual to IDD Enforcement	
Speaker: Atty. Ricardo R. Blancaflor Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK	11:30-12:00		Philippine Approach to IPR Enforcement		
Director General Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK			1		
Intellectual Property Office Philippines 12:00-1:00 LUNCH BREAK			Speaker:		
12:00-1:00 LUNCH BREAK					
				Intellectual Property Office Philippines	
	12:00-1:00	LUNCH BR			
	1:00-4:45	SESSION	WIPO Regional Workshop on the Dangers of Counterfeit		
4: Goods to Public Health			-		

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

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

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

JA IYCA¢	JORAM Mai	ina Euneu	10 21 2011 - FINAL.doc
			Executive Officer
			Intellectual Property Rights Division
			National Bureau of Investigation
			National baread of investigation
10.20			
12:30-	LUNCH BREA	ĸ	
2:00		1	
2:00-5:00	SESSION 4:		orkshop on the Dangers of Counterfeit Goods to
	(cont'd)	Public He	alth
	2:00-3:00	Topic 8:	Formulating a Public Outreach Action Plan
		-	(breakout discussion groups and report back
			session)
			Deseurees, All Speakers
			Resources: All Speakers
			Moderators: WIPO/US/IPOPHL
	3:00-3:30	Coffee B	reak
	3:30-5:00	Topic	Formulating a Public Outreach Action Plan
		8:	(Break-out discussion groups and report back
			session)
		(cont'd	
			Posouroos: Allspockors
		,	Resources: All speakers
			Moderator(s): WIPO/U.S./IPOPHIL

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	
		Speaker	
			Ms. Louise Van Greunen
			Director
			World Intellectual Property Organization
10:15-10:30	SESSION 6:	MOA Sign	ing: NCIPR & IPR Business Partnership
10:30-10:45	SESSION 7	Update or	n Enforcement
		Speaker:	
			Atty. Chester Arturo D. Cinco
			Attorney IV, Office of the Director General
		Head, Secretariat on Intellectual Property	
		Inter-Agency	
			Coordination (SIPIAC)
10:45-11:00	Coffee Break	/ 	
11:00-12:30	SESSION 8:	IPR Busine	ss Partnership Counterfeit Identification
		Workshop	
		Topic 1:	Mr. Francois Dubois
			Swiss Watch Federation
		Topic 2:	Mr. Tony Swaffield
			New Era Caps
		Topic 3:	Mr. Francois Dubois
			Chanel

\$ASQPROGRAM Manila Edited	10 21 2011 - FINAL.doc
----------------------------	------------------------

10.00.1.00			
12:30-1:30	LUNCH BREAK		
1:30-2:30	Topic 4:	Mr. Advan Huang	
		Colgate Palmolive	
	Topic 5:	Mr. Steven Wang	
		Philips	
	Topic 6:	Mr. Chuck Qi	
		Beiersdorf AG	
2:30-3:00	Coffee Break	Coffee Break	
3:00-4:30	Topic 7:	Mr. Stephen Dunn	
		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

DAY 4 – October 27, 2011

IPR Business Partnership Workshop on Effective Border Control Measures

8:30-9:00am	Registration	<u>-</u> ו		
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 Bred	ak	
	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 Brec	ak		
1:00-1:30		Topic 14:	Mr. Charles Hoskin Unilever	
1:30-4:00	SESSION 9:	Effective Ir	vestigation and Prosecution of IPR Violations	

\$ASQPROGRAM Manila Edited 10 21 2011 - FINAL.doc

		Speaker Mr. David Blakemore Executive Director IPR Business Partnership (Asia Pacific) Atty. Bienvenido A. Marquez III
		Business Software Alliance <i>Mr. John Lesaca</i> Chairman Intellectual Property Coalition
	3:00-3:30	Coffee Break
		Mr. Ramon Esguerra President Intellectual Property Association of the Philippines Atty. Richard David C. Funk II Executive Director Anti-Money Laundering Council
4:00-4:30	SESSION 10:	IPR Enforcement at the Border
		Speaker: <i>Atty. Teddy Sandy Raval</i> Assistant Chief Intellectual Property Rights Division Bureau of Customs
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	Speakers: Mr. Philipp Guentart Computer Crime & IP Section US Department of Justice Atty. Severino H. Gaña, Jr. Senior Deputy State Prosecutor Department of Justice Mr. Peter Fowler Regional IP Attaché United States Patent and Trademarks Office Image: Computer	
	10:00-10:15	Coffee Break	
	10:15-11:00	Speakers: Atty. Cyrus Paul Valenzuela Officer-in-Charge, Executive Director Optical Media Board	

	ini mainia Ex	lited 10 21 2011 - FINAL.doc
		Police Director Emelito T. Sarmiento
		PESE
		Philippine National Police
		Hon. Magtanggol Gatdula
		Director
		National Bureau of Investigation
11:00-12:00	SESSION	Effective Border Control: The Role of the Bureau of
	12:	Customs
		Speaker: Gen. Danilo Lim
		Deputy Commissioner
		Bureau of Customs
12:00-1:30	LUNCH	
1:30-2:30	SESSION 13:	Presentation of 2012-2016 Philippine Action Plan on IPR Protection and Enforcement to Executive Secretary Paquito N. Ochoa, Jr.
		Director General Ricardo R. Blancaflor and NCIPR
		Message: Hon. Paquito N. Ochoa, Jr. Executive Secretary Office of the President
2:30-3:00	SESSION	Recognition of IP Champions
2:30-3:00	SESSION 14:	Recognition of IP Champions
2:30-3:00 3:00-3:30		narks: Hon. Gregory L. Domingo
	14:	

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

INTA: Roundtable Discussion on Internet Piracy and Landlord Liability

<u>A G E N D A</u>

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

\$ASQPROGRAM	Manila Edited 10 21 2011 - FINAL.doc Foreign Commercial Service
2:00-2:20	INTA PROPOSAL TO DISRUPT ILLEGAL BUSINESS OF VENDORS WHO SELL COUNTERFEIT GOODS THROUGH LEASED PREMISES * Atty. Susan Villanueva, INTA
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 * Atty. Emma Francisco, INTA
4:00-4:15PM	INTA BEST PRACTICES FOR ADDRESSING THE SALE OF COUNTERFEITS ON THE INTERNET * Atty. Augusto Bundang, INTA
4:15-4:45PM	ENFORCEMENT OF INTERNET COUNTERFEITING
4:45-5:00PM	ACTION PLAN