1st PHILIPPINE ANTI-COUNTERFEITING AND PIRACY SUMMIT

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

PROVISIONAL PROGRAMME
## Opening Programme

### DAY 1 – October 24, 2011

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8:00 – 8:30</td>
<td>Registration</td>
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<tr>
<td>8:30 – 9:30</td>
<td>Opening Ceremonies</td>
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<tr>
<td></td>
<td>Invocation and Philippine National Anthem: IPOPHL Chorale</td>
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<tr>
<td></td>
<td>Opening Address: Atty. Ricardo R. Blancaflor</td>
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<tr>
<td></td>
<td>Director General Intellectual Property Office Philippines</td>
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<td></td>
<td>Ms. Louise Van Greunen Director World Intellectual Property Organization</td>
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<td></td>
<td>Introduction of the Keynote Speaker: Mr. Jesus C. Varela</td>
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<td></td>
<td>Chairman, Committee on Intellectual Property</td>
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<td>Philippine Chamber of Commerce and Industry</td>
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<td></td>
<td>Keynote Address: Hon. Jejomar C. Binay</td>
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<td>Vice President Republic of the Philippines</td>
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<tr>
<td>9:30-10:00</td>
<td>Photo Session/Coffee Break</td>
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<tr>
<td>10:00-10:30</td>
<td>SESSION 1: Counterfeiting and Piracy: A Serious Concern</td>
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<tr>
<td></td>
<td>Speaker: Atty. Allan B. Gepty</td>
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<td></td>
<td>Deputy Director General Intellectual Property Office Philippines</td>
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<td>10:30-11:30</td>
<td>SESSION 2: Role of LGU in the Campaign Against Counterfeiting &amp; Piracy</td>
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<tr>
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<td>Speaker: Hon. Alfredo S. Lim</td>
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<td></td>
<td>Mayor City of Manila</td>
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<td>Hon. Celso L. Lobregat Mayor City of Zamboanga</td>
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<td></td>
<td>Hon. Jesse M. Robredo Secretary Department of Interior and Local</td>
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<tr>
<td>11:30-12:00</td>
<td>SESSION 3: Philippine Approach to IPR Enforcement</td>
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<td>Speaker: Atty. Ricardo R. Blancaflor</td>
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<td></td>
<td>Director General Intellectual Property Office Philippines</td>
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<tr>
<td>12:00-1:00</td>
<td>LUNCH BREAK</td>
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<tr>
<td>1:00-4:45</td>
<td>SESSION 4: WIPO Regional Workshop on the Dangers of Counterfeit Goods</td>
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<td>to Public Health</td>
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<td>Speaker:</td>
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<td></td>
<td>Atty. Ricardo R. Blancaflor</td>
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<td></td>
<td>Director General Intellectual Property Office Philippines</td>
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<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Details</th>
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<tbody>
<tr>
<td>1:00-2:00</td>
<td><strong>Topic 1:</strong> An Introduction to IP Rights (Patents, Trademarks, Designs, Copyright) and Building Respect for IP Rights</td>
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<td></td>
<td>International Legal Framework</td>
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</table>
|          | **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  
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 Break |
| 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 |
| 4:45-5:30| **Panel Discussion on Case Studies** |
Panelists: Mr. Mario U. Gautiano  
Product Manager  
Bureau of Product Standard, Department of Trade and Industry

Mr. Jose P. Pepito  
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)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
<th>Topic</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-9:00</td>
<td>(Registration)</td>
<td>WIPO Workshop on the Dangers of Counterfeit Goods to Public Health</td>
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</table>
| 9:00-12:30 | SESSION 4: (cont’d) | WIPO Workshop on the Dangers of Counterfeit Goods to Public Health | Topic 5 | WIPO Outreach Tools and Consumer Attitudes and Perceptions.  
Speaker: Ms. Louise Van Greunen  
Director  
World Intellectual Property Organization  
Mr. Omar Katbi  
Head, Outreach Services Section  
World Intellectual Property Organization |
| 9:00-10:30 |         |                                                               |       |                                                 |
| 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 Break | WIPO Workshop on the Dangers of Counterfeit Goods to Public Health |       |                                                 |
| 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. Joel Tovera |
Executive Officer  
Intellectual Property Rights Division  
National Bureau of Investigation

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:30-2:00</td>
<td>LUNCH BREAK</td>
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<tr>
<td>2:00-5:00</td>
<td>SESSION 4: WIPO Workshop on the Dangers of Counterfeit Goods to Public Health</td>
</tr>
</tbody>
</table>
| 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: Formulating a Public Outreach Action Plan  
(breakout discussion groups and report back session)  
Resources: All speakers  
Moderator(s): WIPO/U.S./IPOPHL |

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**DAY 3 – October 26, 2011**  
**IPR Business Partnership Workshop on Effective Border Control Measures**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30-9:00</td>
<td>Registration</td>
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<tr>
<td>9:00-9:15</td>
<td>Introduction of the Event</td>
</tr>
<tr>
<td>9:15-10:15</td>
<td>SESSION 5: Effective Enforcement Measures: A Practical Cross Discipline Training Scenario</td>
</tr>
</tbody>
</table>
|         | Speaker: 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         |
|         | 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/Photo Opportunity          |
| 11:00-12:30 | SESSION 8: IPR Business 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 |
<table>
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<tr>
<th>TIME</th>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>12:30-1:30</td>
<td>LUNCH BREAK</td>
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</tbody>
</table>
| 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                                                           |
| 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

<table>
<thead>
<tr>
<th>TIME</th>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>8:30-9:00am</td>
<td>Registration</td>
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</table>
| 9:00-12:30| **Session 8:** (cont’d)  
IPR Business Partnership Counterfeite Identification Workshop
**9:30-10:00:** Topic 9: Mr. Denis Acop  
Pfizer
**10:00-10:30:** Topic 10: Mr. Thomas Ehmer  
Puma
**10:30-11:00:** Topic 11: Ms. Brenda Ngai  
Louis Vuitton
**10:30-11:00:** Coffee Break
**11:00-11:30:** Topic 12: Risk Profiling  
Speaker: Mr. David Blakemore  
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 |
<p>| 1:30-4:00 | <strong>SESSION 9:</strong> Effective Investigation and Prosecution of IPR Violations 1 |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>3:00-3:30</td>
<td>Coffee Break</td>
<td>Mr. Ramon Esguerra</td>
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<td></td>
<td>President, Intellectual Property Association of the Philippines</td>
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<td>Atty. Richard David C. Funk II</td>
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<td></td>
<td>Executive Director, Anti-Money Laundering Council</td>
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<td>4:00-4:30</td>
<td>SESSION 10: IPR Enforcement at the Border</td>
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<td>Speaker: Atty. Teddy Sandy Raval</td>
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<td></td>
<td>Assistant Chief, Intellectual Property Rights Division, Bureau of Customs</td>
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<td>4:30-5:00</td>
<td>Synthesis of the Workshop Outputs</td>
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**DAG 5 – October 28, 2011**

**Closing Programme: Presentation of 2012-2016 Action Plan**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
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<tr>
<td>8:30-9:00am</td>
<td>Registration</td>
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<tr>
<td>9:00-9:15</td>
<td>Introduction of the Session</td>
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<tr>
<td>9:15-12:00</td>
<td>SESSION 11: Effective Investigation and Prosecution of IPR Violations 2 (cont’d)</td>
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<tr>
<td>9:15-10:00</td>
<td>Speakers: Mr. Philipp Guentart</td>
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<td>Computer Crime &amp; IP Section</td>
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<td>US Department of Justice</td>
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<td>Atty. Severino H. Gaña, Jr.</td>
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<td></td>
<td>Senior Deputy State Prosecutor</td>
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<td>Department of Justice</td>
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<td></td>
<td>Mr. Peter Fowler</td>
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<td>Regional IP Attaché</td>
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<td>United States Patent and Trademarks</td>
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<td>Office</td>
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<td>10:00-10:15</td>
<td>Coffee Break</td>
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<tr>
<td>10:15-11:00</td>
<td>Speakers: Atty. Cyrus Paul Valenzuela</td>
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<td>Officer-in-Charge, Executive Director</td>
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<td>Optical Media Board</td>
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**DAY 3 – October 26, 2011**
**12:00-5:00PM (simultaneous)**

**INTA: Roundtable Discussion on Internet Piracy and Landlord Liability**

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<tr>
<th>Time</th>
<th>Session</th>
<th>Agenda</th>
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<tbody>
<tr>
<td>12:00-1:00 PM</td>
<td>REGISTRATION/LUNCH</td>
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<tr>
<td>1:00-1:10 PM</td>
<td>OPENING REMARKS</td>
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<tr>
<td>1:10-1:20PM</td>
<td>TALK ON INTA &amp; THE ANTI-COUNTERFEITING COMMITTEE</td>
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<td>1:20-1:40PM</td>
<td>LANDLORDS AND BUILDING OWNERS LIABILITY ON PIRACY ACT</td>
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<tr>
<td>12:00-5:00PM</td>
<td>LANDLORD LIABILITY: A REGIONAL PERSPECTIVE</td>
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<tr>
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<tbody>
<tr>
<td>11:00-12:00</td>
<td>SESSION 12:</td>
<td>Effective Border Control: The Role of the Bureau of Customs</td>
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<td>Speaker: Gen Danilo Lim Deputy Commissioner Bureau of Customs</td>
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<td>12:00-1:30</td>
<td>LUNCH</td>
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<td>1:30-2:30</td>
<td>SESSION 13:</td>
<td>Presentation of 2012-2016 Philippine Action Plan on IPR Protection and Enforcement to Executive Secretary Paquito N. Ochoa, Jr.</td>
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<td>Director General Ricardo R. Blancaflor and NCIPR</td>
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<td>Message: Hon. Paquito N. Ochoa, Jr. Executive Secretary Office of the President</td>
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<td>2:30-3:00</td>
<td>SESSION 14:</td>
<td>Recognition of IP Champions</td>
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<tr>
<td>3:00-3:30</td>
<td>Closing Remarks:</td>
<td>Hon. Gregory L. Domingo Secretary Department of Trade and Industry</td>
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</table>
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