



# Programme

Berlin, 22-23 June 2017



# Summit Hosts & Keynote Speakers

## International IP Enforcement Summit



■ **Heiko Maas**  
Federal Minister of Justice and  
Consumer Protection

The **German Federal Ministry of Justice and Consumer Protection** is responsible for legislation in the area of intellectual property protection, which includes patent law, utility model law, design law, trade mark law, copyright and the law against unfair competition. It is equally concerned with matters of IP enforcement and supports the coordination and cooperation across the IP community to tackle counterfeiting and product piracy.



■ **Elżbieta Bieńkowska**  
Commissioner for Internal Market,  
Industry, Entrepreneurship and SMEs

The **European Commission** has responsibility for ensuring that appropriate mechanisms of protection and enforcement of IP rights are in place in the EU. It also works to improve their protection and enforcement in third countries.



■ **António Campinos**  
Executive Director of EUIPO

The **European Union Intellectual Property Office (EUIPO)** is the EU agency responsible for managing the EU trade mark and the registered Community design. In 2012, the Office was given the responsibility for the European Observatory on Infringements of Intellectual Property Rights which works to support the protection and enforcement of IP rights.



## Other Key Speakers



■ **Gerd Billen**  
State Secretary at the  
German Federal Ministry  
of Justice and Consumer  
Protection



■ **Klaus Müller**  
Executive Director, Federation  
of German Consumer  
Organisations, VZBV



■ **Volker Bartels**  
Chairman, German Anti-  
Counterfeiting Association,  
APM



■ **Pavel Svoboda**  
Chair JURI Committee,  
European Parliament



■ **Paul Maier**  
Director of the EU  
Observatory on  
Infringements of Intellectual  
Property Rights, EUIPO



■ **Antti Peltomäki**  
Deputy Director-General of  
the Internal Market, Industry,  
Entrepreneurship and SMEs  
European Commission



■ **Henrik  
Rasmusson**  
National Prosecution  
Department, International  
Prosecution Office in  
Stockholm, Sweden



■ **Meena Sayal**  
Director, Global Brand  
Protection, Unilever

Berlin, 22-23 June 2017

## Other Key Speakers

### International IP Enforcement Summit



■ **Jari Liukku**  
Head of the European  
Organised Crime Centre,  
Europol Operations  
Department, Europol



■ **Jaymeen Patel**  
Head of Brussels Office,  
Corporate Affairs LVMH Moët  
Hennessy – Louis Vuitton



■ **Christoph Ernst**  
Head of Division III B, German  
Federal Ministry of Justice and  
Consumer Protection



■ **Andreas  
Beckmann**  
Deputy Secretary-General,  
European Schools



■ **Iriini Stamatoudi**  
Director of the Hellenic  
Copyright Organization



■ **Brian H. Monks**  
Global Head of Global  
Security & Brand Protection,  
UL



■ **Emilie Passemard**  
Director of Rights Protection,  
Hadopi



■ **Richard Yung**  
President of the French anti-  
counterfeiting committee

## Other Key Speakers



■ **Eirini Zafeiratou**  
EU Public Policy Director,  
Amazon



■ **Adam Kinsley**  
Director of Policy, Sky



■ **Matthew Cope**  
Deputy-Director of IP  
Enforcement Copyright &  
IP Enforcement Directorate,  
UKIPO



■ **Charlina Vitcheva**  
Deputy-Director General,  
Joint Research Centre (JRC),  
European Commission



■ **Bram Smits**  
Public Policy Officer,  
Materialise



■ **Simon Morrison**  
Public Policy and  
Government Relations  
Manager, Google



■ **Peter Szyszko**  
Founder whiteBULLET



■ **Margus Viher**  
General Director of Estonian  
Patent Office





Berlin, 22-23 June 2017

## Other Key Speakers

### International IP Enforcement Summit



■ **Zhao Meisheng**  
Deputy Director-General,  
Patent Affairs Administration  
Department (SIPO)



■ **Rolf Alter**  
Director, Public Governance  
and Territorial Development  
Directorate, Organisation for  
Economic Co-operation and  
Development (OECD)



■ **Joe McNamee**  
Executive Director, European  
Digital Rights (EDRi)



■ **Gert  
Würtenberger**  
President of the German  
Association for the Protection  
of IP, GRUR



■ **Siegmar Reiss**  
Head of Sector, Counterfeit  
Goods, European Anti-Fraud  
Office, OLAF



■ **Agustín Reyna**  
Senior Legal Officer and  
Digital Team Leader, BEUC



■ **Julia Reda**  
Member of European  
Parliament



■ **Matthew J. Bassiur**  
Vice-President, Head of  
Global IP Enforcement,  
Alibaba Group

## Other Key Speakers



**Leif Villadsen**  
Senior Programme Officer,  
UNICRI



**Joseph Chetcuti**  
Director General of Maltese  
Customs



**Dietmar  
Moellmann**  
Head of the Prohibitions and  
Restrictions Unit, German  
Customs Investigation Service



**Sven de Vries**  
Financial Crime Investigator,  
FIOD



**Zeeger Vink**  
IP Director, Maus Frères  
International Services and  
Secretary, International  
Trademark Association (INTA)



**Catherine Boudot**  
Head of Trademarks at  
Servier and Chair of EFPIA's  
Anti-counterfeiting sub-group



**Jacques Schramm**  
President of the new  
National Commission for the  
Management of Responsible  
Collaborative Relations,  
AFNOR



**Marc Kaufman**  
Co-chair of Chamber for  
Digital Commerce

Berlin, 22-23 June 2017

## Other Key Speakers

### International IP Enforcement Summit



■ **Nathan Wajsman**  
Chief Economist,  
European Observatory on  
Infringements of Intellectual  
Property Rights, EUIPO



■ **Chris Vansteenkiste**  
Cluster Manager  
Counterfeiting, Europol



■ **Piotr Strykowski**  
Senior Economist at the  
Public Governance and  
Territorial Development  
Directorate, OECD



■ **Shira Perlmutter**  
Chief Policy Officer and  
Director for International  
Affairs, US Patent and  
Trademark Office, USPTO



■ **Maria Martin-Prat**  
Director, Directorate  
General for Trade, European  
Commission



■ **Roraima Andriani**  
Director for Organised and  
Emerging Crime, Interpol



■ **Leigh Winchell**  
Deputy Director,  
Enforcement Sub-Directorate,  
World Customs Organization  
(WCO)



■ **Eun-Joo Min**  
Senior Legal Counsellor,  
Building Respect for IP  
Division, World Intellectual  
Property Organization (WIPO)



## Other Key Speakers



■ **Patricia García-Escudero Márquez**  
Director General of the Spanish Patent and Trademark Office, OEPM



■ **Andrea Di Carlo**  
Deputy Director,  
European Observatory on Infringements of Intellectual Property Rights, EUIPO

Berlin, 22-23 June 2017

---

## **Programme**

International IP Enforcement Summit

---

# Programme

Thursday, 22nd June

08:30 – 09:00 ..... **REGISTRATION AND COFFEE**

09:00 – 09:50 ..... **OPENING ADDRESSES**

**Conny Czymoch**, Moderator

**Gerd Billen**, Secretary of State, German Federal Ministry of Justice and Consumer Protection

**Elżbieta Bieńkowska**, Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

**António Campinos**, Executive Director, European Union Intellectual Property Office (EUIPO)

09:50 – 10:10 ..... **POINT OF VIEW FROM THE CIVIL SOCIETY/CONSUMERS**

**Key points on how IPR and its enforcement affect consumers.**

**Klaus Müller**, Executive Director, Federation of German Consumer Organisations, Verbraucherzentrale Bundesverband e.V. (VZBV)

10:10 – 10:30 ..... **POINT OF VIEW FROM THE INDUSTRY**

**Highlights of the most urgent issues the industry is facing in the realm of IPR and its enforcement.**

**Volker Bartels**, Head of German Anti-Counterfeiting Association Aktionskreis gegen Produkt- und Markenpiraterie e. V. (APM)



# Programme

---

## Thursday, 22nd June

10:30 – 11:30

### **STRATEGIC OVERVIEWS - CHALLENGING ONLINE IP INFRINGEMENTS**

Experiences and views from institutions on how IP enforcement is being dealt with from an EU perspective.

**Pavel Svoboda**, Chair JURI Committee, European Parliament  
**Paul Maier**, Director, European Observatory on Infringements of Intellectual Property Rights, EUIPO

**Antti Peltomäki**, Deputy Director General, Internal Market, Industry, Entrepreneurship and SMEs, European Commission

11:30 – 12:00

Coffee break

12:00 – 13:05

### **PANEL I: CURRENT ONLINE TRENDS AND CHALLENGES**

Objective of panel I: To understand the evolution of IP enforcement from targeting final individual consumers to the follow the money approach aiming at reaching large scale commercial organisations, and to learn from better consumption trends.

**Henrik Rasmusson**, National Prosecution Department, International Prosecution Office in Stockholm, Sweden

**Meena Sayal**, Director, Global Brand Protection, Unilever

**Jari Liukku**, Head of the European Organised Crime Centre, Europol Operations Department, Europol

**Jaymeen Patel**, Head of Brussels Office, Corporate Affairs LVMH Moët Hennessy - Louis Vuitton,

**Q&A**

---

# Programme

Thursday, 22nd June

13:05 – 13:15 ..... **INTRODUCTION TO THE BREAKOUT SESSIONS**

**Christoph Ernst**, Head of Division III B, German Federal  
Ministry of Justice and Consumer Protection

13:15 – 14:50 ..... Lunch

14:50 – 15:50 ..... **BREAKOUT SESSIONS**

## **Session I - Awareness and education to respect IP**

**Objective of Session I: To explore how educating consumers can address part of IPR enforcement challenges.**

Chair: **Andreas Beckmann**, Deputy Secretary-General, European Schools

**Irini Stamatoudi**, Director, Hellenic Copyright Organisation

**Brian Monks**, Global Head of Global Security & Brand Protection, UL

**Emilie Passemard**, Director of Rights Protection, Hadopi

**Q&A**

## **Session II - Dealing with enforcement challenges**

**Objective of Session II: To demonstrate the evolution of enforcement tools and strategies and how new solutions are being put in place.**

Chair: **Richard Yung**, President of the French anti-counterfeiting committee,

**Eirini Zafeiratou**, EU Public Policy Director, Amazon

**Adam Kinsley**, Director of Policy, Sky

**Matthew Cope**, Deputy-Director of IP Enforcement Copyright & IP  
Enforcement Directorate, UKIPO

**Q&A**



Berlin, 22-23 June 2017

---

# Programme

---

Thursday, 22nd June

## Session III - Technology: solution or threat?

**Objective of Session III: To show the evolution of IPRs and business models based on new technological trends.**

Chair: **Charlina Vitcheva**, Deputy-Director General, Joint Research Centre (JRC), European Commission

**Bram Smits**, Public Policy Officer, Materialise

**Simon Morrison**, Public Policy and Government Relations Manager, Google

**Peter Szyszko**, Founder whiteBULLET

**Q&A**

15:50 – 16:20 ..... Coffee break

16:20 – 16:45 ..... **CHAIRS' SUMMING UP AND DISCUSSION**

16:45 – 17:15 ..... **FUTURE EU PRESIDENCY**

**Margus Viher**, Director General of the Estonian Patent Office  
**Q&A**

17:15 – 17:30 ..... **MODERATOR CONNY CZYMOCH - CLOSING OF FIRST DAY**

---

# Programme

Thursday, 22nd June

17:30 – 21:00 ..... **Networking Cocktail - Address by Minister Maas**

**Objective of Address by Minister Maas: to showcase important aspects of the German Federal Minister's political agenda.**

**Heiko Maas**, German Federal Minister of Justice and Consumer Protection

**Friday, 23rd June**

08:30 – 09:00 ..... **Registration and coffee**

09:00 – 09:20 ..... **Zhao Meisheng**, Deputy Director-General, Patent Affairs Administration Department (SIPO)

09:20 – 10:20 ..... **STRATEGIC OVERVIEWS**

**Objective of the strategic overviews: to present the transversal views of the EU, international representatives and the private sector on how to deal with civil societies', consumers' and right holders' expectations.**

**Rolf Alter**, Director, Public Governance and Territorial Development Directorate, Organisation for Economic Co-operation and Development (OECD)

**Joe McNamee**, Executive Director, European Digital Rights (EDRI)

Berlin, 22-23 June 2017

---

## Programme

---

Friday, 23rd June

**Gert Würtenberger**, President of the German Association for the Protection of Intellectual Property (GRUR)

10:20 – 10:50 ..... Coffee break

10:50 – 11:50 ..... **PANEL II: LOOKING AHEAD: FIGHTING ORGANISED CRIME AND RECONCILING BUSINESS AND CONSUMERS' EXPECTATIONS**

**Objective of Panel II: to identify opportunities for reconciling consumers' interests and right-holders' concerns.**

**Siegmar Reiss**, Head of Sector, Counterfeit Goods, European Anti-Fraud Office (OLAF)

**Agustin Reyna**, Digital Team Leader, The European Consumer Organisation (BEUC)

**Julia Reda**, Member of the European Parliament,

**Matthew J. Bassiur**, Vice-President, Head of Global IP Enforcement, Alibaba Group,

**Q&A**

11:50 – 12:00 ..... **Introduction to the breakout sessions: Conny Czymoch**

12:00 – 13:00 ..... **Breakout sessions**

---

# Programme

Friday, 23rd June

## Session IV - Dealing with organised crime

**Objective of Session IV: to present enforcers' experiences.**

Chair: **Leif Villadsen**, Senior Programme Officer, United Nations Interregional Crime and Justice Research Institute (UNICRI)

**Joseph Chetcuti**, Director General of Maltese Customs

**Dietmar Moellmann**, Head of the Unit Prohibitions and restrictions in the Central Customs Investigation Office and Chairman of the Customs Cooperation Working Party (CCWP) –Project group Customs against internet crime

**Sven de Vries**, Financial Crime Investigator (FIOD)

**Q&A**

## Session V - New practices and the role of intermediaries

**Objective of Session V: to identify new approaches and technologies seeking to assure legitimate dissemination of content and distribution of goods.**

Chair: **Zeeger Vink**, IP Director, Maus Frères International Services and Secretary, International Trademark Association (INTA)

**Catherine Boudot**, Head of Trademarks at Servier and Chair of EFPIA's anti-counterfeiting sub-group

**Jacques Schramm**, President of the new National Commission for the Management of Responsible Collaborative Relations (AFNOR)

**Marc Kaufman**, Co-chair of Chamber for Digital Commerce

**Q&A**

Berlin, 22-23 June 2017

---

## Programme

---

Friday, 23rd June

### Session VI - New trends in counterfeiting, update on data and intelligence

**Objective of Session VI: to present new reports released by EUIPO in cooperation with OECD and Europol.**

Chair: **Nathan Wajzman**, Chief Economist, European Observatory on Infringements of Intellectual Property Rights, EUIPO

**Chris Vansteenkiste**, Cluster Manager Counterfeiting, Europol

**Piotr Stryszowski**, Senior Economist at the Public Governance and Territorial Development Directorate (OECD)

#### Q&A

13:00 – 14:15

Lunch

14:15 – 14:45

#### **CHAIRS' SUMMING UP AND DISCUSSION**

14:45 – 16:15

#### **PANEL III - INTERNATIONAL COOPERATION**

**Objective of Panel III: to share experiences on IPR enforcement at international level from the institutional point of view.**

**Shira Perlmutter**, Chief Policy Officer and Director for International Affairs, US Patent and Trademark Office (USPTO)

**Maria Martin-Prat**, Director, Directorate General for Trade, European Commission

**Roraima Andriani**, Director for Organized and Emerging Crime, Interpol

**Leigh Winchell**, Deputy Director, Enforcement Sub-Directorate, World Customs Organization (WCO)

---



# Programme

Friday, 23rd June

**Eun-Joo Min**, Senior Legal Counsellor, Building Respect for IP Division, World Intellectual Property Organization (WIPO)

**Patricia García-Escudero Márquez**, Chair of Management Board, EUIPO and Director General of the Spanish Patent and Trademark Office (OEPM)

16:15 - 16:30

## **KEY NOTE CLOSING**

**Objective of Key note closing: to provide a concise summary of some of the event's key findings and to give an outlook on the way forward**

**Christoph Ernst**, Head of Division III B, German Federal Ministry of Justice and Consumer Protection

**Andrea Di Carlo**, Deputy Director, European Observatory on Infringements of Intellectual Property Rights, EUIPO

