



International Forum on Combating Counterfeiting and Piracy with the support of the Government of Ukraine

April 24 2015

Venue: Ramada Encore Kyiv hotel / Event Hall KYIV
Kyiv, 103, Stolychne Shosse

Organizers: the Ministry of Economic Development and Trade of Ukraine, the State Intellectual Property Service of Ukraine, the Ukrainian National Committee of the International Chamber of Commerce (ICC Ukraine), the State Enterprise “Ukrainian Intellectual Property Institute”

Partners: Ukraine Alliance Against Counterfeiting and Piracy, Pakharenko & Partners IP and Law Firm, State Enterprise “Intelzakhyst”, “GroupFS” Information Security Group

Media partners: the Yuridicheskaya Praktika magazine (The Legal Practice magazine), Ukraine News Agency “Interfax-Ukraine”, European Business Association, American Chamber of Commerce in Ukraine.

Programme

(Simultaneous translation will be provided from/to Ukrainian and English)

8:15 — 9:00 Registration of attendees and mass media representatives

- Exhibition of counterfeit products (footwear, clothing, accessories, video games, watches, perfumes, earphones etc.);
- Coffee-Break

9:00 — 9:45 Official opening of the Forum

Ukraine today:

- creating favorable investment climate in Ukraine;
- impact of counterfeiting and piracy on investment landscape in Ukraine;
- three main components of anti-counterfeiting and anti-piracy activity in Ukraine: combining efforts of governmental authorities and private sector, raising public awareness on the role of intellectual property, as well as on the economic and social impact of counterfeiting and piracy, particularly on investment, which is a pre-requisite for boosting the national economy;
- overview of major trends in combating counterfeiting and piracy worldwide

Moderator: Volodymyr Shchelkunov, President, ICC Ukraine, Advisor to the Prime Minister of Ukraine

Dmytro Shymkiv – Deputy Head of the Presidential Administration of Ukraine

Vyacheslav Tsymbal — Director of the Economic Integration and Multilateral Cooperation Department of the Ministry of Economic Development and Trade of Ukraine

Alla Zharinova — Head of the State Intellectual Property Service of Ukraine

Antonina Pakharenko-Anderson — Coordinator of BASCAP/ICC initiative in Ukraine/ Vice-President of ICC Ukraine on intellectual property issues/ President of the Ukraine Alliance Against Counterfeiting and Piracy (UAACP)

10:00 — 11:00 Press conference (Berlin meeting room)

9:45 — 11:15 Round table I

“Follow the money”

Discussion of policies for the prevention of crimes based on illicit profiting from counterfeiting. The discussion is particularly aimed at looking into how the system of sanctions may be further improved to ensure that counterfeiters would be held liable through sanctions commensurate to caused damages:

- involvement of transnational organised crime in manufacturing and distribution of counterfeits; the link between counterfeiting and piracy and other forms of organized crime; criminal assets seizure;
- focus on prevention of IPR infringements on commercial scale;
- new approaches of the police towards identification of criminal groups on national and international level in fighting illegal sales of counterfeit goods;
- further development of national and international systems of sanctions commensurate to damages caused by counterfeiters;
- improvement of IPR enforcement laws and judicial procedures (following the route of specialised judges, or creating a specialised IP court)

Moderator: Kenneth Wright, Danish Patent and Trademark Office

Alexandra Iliopoulou — Policy and Legal Adviser, Business Action to Stop Counterfeiting and Piracy (BASCAP), International Chamber of Commerce (ICC)

Dieter Petracs — Economic Crime Group of EUROPOL

Elena D'Angelo — Project Officer of the Emerging Crimes Unit at United Nations Interregional Crime and Justice Research Institute (UNICRI)

Misty Price — National Intellectual Property Rights Coordination Center (NIPRCC), U.S. Department of Homeland Security

Kenneth Wright — Danish Patent and Trademark Office

11.15 — 11.45 Coffee-Break

11:45 — 13:15 Round table II

“Strengthening border measures”

Discussing the issue of secure supply chains:

- rationale behind supply chain security;
- preventing importation of counterfeit and pirate goods by customs and customs seizures;
- public-private cooperation in combating counterfeiting;
- best practices of combating counterfeiting at the border.

Moderator: Christophe Zimmerman, WCO Senior Technical Officer, Coordinator, Combating Counterfeiting and Piracy

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Marcin Sobierajski — Customs Investigation Expert, Operations Office, EU Border Assistance Mission to Moldova and Ukraine

Oleksii Gashchytskyi — Department of Customs Control and Clearance, State Fiscal Service of Ukraine

Alexander Pakharenko — Partner with Pakharenko & Partners, Attorney-at-Law, registered Patent Attorney and director of UAACP

13.15 — 14.00 Lunch

14:00 – 15:30 Round table III

“Responsible consumers”

Discussing issues related to the formation of favourable environment based on respect for IPRs and a rational consumption model, as well as best ways to raise awareness among consumers on the risks involved with buying counterfeit goods:

- new educational initiatives on raising awareness among consumers;
- researching volumes of counterfeiting and piracy;
- developing social responsibility among consumers;
- Ukrainian initiatives: presentations by representatives of the Ukraine Alliance Against Counterfeiting and Piracy (UAACP) and “Clear Sky” (*initiative of 4 Ukrainian media groups – Inter Media Group, I+I Media, Media Group Ukraine and StarLightMedia*) presenting Ukrainian educational and awareness-raising campaigns (including video-presentations);
- Showing the Walt Disney’s cartoon “Safety Smart with Timon and Pumbaa”

Moderator: Antonina Pakharenko-Anderson, Coordinator of BASCAP/ICC initiative in Ukraine / Vice-President of ICC Ukraine on intellectual property issues / President of the UAACP

Thomas Dillon — Counselor, Building Respect for IP Division, WIPO

Antonina Pakharenko-Anderson — Coordinator of BASCAP/ICC initiative in Ukraine / Vice-President of ICC Ukraine on intellectual property issues / President of the UAACP

Nick Feingold — Coordinator of the Clear Sky Anti-piracy Initiative from the group StarLightMedia

15.30 — 16.00 Coffee-Break

16.00 — 17.30 Round table IV

“Internet: Security or Freedom”

Observing IPRs on the Internet is among key priorities for Ukraine. This has been a special subject of discussions involving artists, inventors and IPR holders. The Ukraine Government also views it as a priority, particularly in light of the notorious Special 301 Report. Relying on international experience of countries with advanced legal systems and IPR enforcement practice, including the USA and the EU states, Ukraine will be able to provide necessary support to the development of the national economy. As a result, authors and artists will benefit from their creative efforts, while innovators in the digital field will profit from providing quality services to consumers on the web.

This session is particularly dedicated to the nature and reasons standing behind online counterfeiting and piracy, and seeking for ways to solve this problem:

- online piracy: problem of service or price;
- seeking for balance between freedom and protection on the Internet;
- how to make digital services and “responsible” use of online content, respecting copyrights and other IPRs, attractive to Ukrainian users/consumers;
- IPR enforcement on the Internet;
- international laws in the field of IPR enforcement;

- combating against piracy in the Internet (identify problem areas and document crimes that category)

Moderator: John Anderson, Chairman, Global Anti-Counterfeiting Group (GACG Network)

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David Saussinan — Legal Manager, Union des Fabricants (UNIFAB), France

Vitaliy Pan'kov — Department on Combating Cybercrime of the Ukraine Ministry of Interior

Yuri Honcharuk — CEO, Ukrainian Network Information Centre (UANIC)

Yuriy Klitinskiy — Deputy Director IntelZahist

17.30 — 18.30 Round table V

“Undelivered Expectations”: fake agrochemicals, seeds and pharmaceuticals

The agrochemical, seeds and pharmaceutical sectors are among the key areas of the Ukrainian economy, which are strongly affected by counterfeiting. The use of counterfeit pharmaceuticals, agrochemicals and seeds does not bring the expected results. At the same time, it bears threats to health and safety of consumers. Manufacture and sales of counterfeit pharmaceuticals are equivalent to crimes against humanity. The use of counterfeit agrochemicals results in low crops, contamination of food and soil, while the end products may be dangerous for consumers. The session is particularly dedicated to the issues related to

- IPR infringements related to plant varieties;
- counterfeit seeds as a threat to agrarian market;
- combating counterfeit agrochemicals in Ukraine;
- preventing sales of counterfeit pharmaceuticals.

Moderator: Inna Shatova, Head of Division of Legal Support in Industrial Property Sphere of the State Intellectual Property Service of Ukraine

Nicola Novaro — International Community of Breeders of Asexually Reproduced Ornamental and Fruit Varieties (CIOPORA), Legal advisor for NIRP and the Anti-infringement Bureau (AIB)

Joachim Hofmann — Senior Trade Mark Attorney, Legal & IP, Counsel, Product Security Team, Syngenta International AG

Jean-Baptiste Mas — International Seed Federation

Roman Boiko — Security Manager, Sanofi-Aventis Ukraine LLC

18:30 — 18:45 Closing remarks and adoption of resolutions (recommendations) of the Forum

18.45 — 20.00 Cocktail and Music