

Global Anti-Counterfeiting Conference - Hong Kong, 8 May 2014

Date / Time: May 8th, 2014, 9am to 4:30pm

Venue: Chinese University of Hong Kong,

Graduate Law Centre, 2/F

Bank of America Tower, 12 Harcourt Road

Central, Hong Kong

Time	Programme	Speaker
9:00-9:30	Registration	
9:30-10:00	Opening Remark	Mr. LEE Hon Wah, Head of the Intellectual Property Investigation Bureau, Hong Kong Customs
		Mr. Mayank Vaid, Chairman, European Brands Protection Council
		Prof. Hans Werner Hess, Deputy Director, European Union Academic Program Hong Kong

Section I 10:00-12:05	Session 1: “Promoting Consumer Health and Safety and Raising Awareness about the dangers of counterfeits”	Moderator: Dr. Sun Haochen, Assistant Professor, Faculty of Law, the University of Hong Kong
	Panel: China Customs, Korea Customs, World Customs Organization (WCO), industry association or right holder (possibly pharmaceuticals, electronics, car parts or fmcg) and Academic	
10:00-10:10	Opening of the session and presentation	Ms. Daria Kim, Senior Research Assistant, Faculty of Law, the Chinese University of Hong Kong (Consortium of the EUAP)
10:10-10:40	Capacity building actions to raise awareness	Ms. Junko Yamamoto, Technical Attaché, World Customs Organization
		Right holder or industry association
10:40-11:40	Actions for promoting consumer health and safety	Korea Customs
		China Customs
		Mr. Steve Hawgood, Corporate Asset & Compliance Officer, Global Security, Eli Lilly
		Dr. Edward Yang, Senior Manager, Brand Protection Greater China, Nokia
11:40-11:55	Open discussion between panelists	

11:55-12:05	Conclusion (moderator) and Q&A	
12:05-13:30	Lunch Break	
Section II	Session 2: “Increasing Collaboration Between Customs and the Private Sector to combat counterfeiting more efficiently”	Moderator:
13:30-15:45	Panel: Hong Kong Customs, Japan Customs, Australia Customs, WCO, European Union, Association representing private sector, right holder	Prof. Bryan MERCURIO, Professor and Associate Dean (Research), Faculty of Law, the Chinese University of Hong Kong (Consortium of the EUAP)
13:30-13:35	Opening the session	Moderator
13:35-13:55	IPM as a global example of cooperation	Ms. Sophie Molle, IPM Senior Project Manager, World Customs Organization Mr. Stanislas Barro, Senior Brand Protection Manager - Asia Pacific & India, Kering
13:55-14:25	Cooperation between the European Union and Hong Kong: New trends (transshipment, new hubs)	Hong Kong Customs Mr. Stefan Amarasinha, Head of Trade and Economic Section, European Union Office to Hong Kong and Macao
14:25-15:10	Best cases and regional initiatives	Japan Customs Australia Customs Neil Narriman, Global Head of Intellectual Property, Puma SE

15:10–15:30	Open discussion between panelists	
15:30-15:45	Conclusion (moderator) and Q&A	
15:45-15:50	Closing Remark	Ms. Junko Yamamoto, Technical Attaché, World Customs Organization
15:50-16:30	Coffee, Networking, Photo opportunities	

Remarks:

Lunch, coffee and soft drinks will be provided throughout the day.

Entrance to the conference is free of charge.

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