

INVITATION

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

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*Co-hosted by the European Chamber of Commerce in Hong Kong, the European Union Academic Programme Hong Kong and the World Customs Organization*

Date / Time: **May 8<sup>th</sup>, 2014, 9am to 4:30pm**

Venue: **Chinese University of Hong Kong, Graduate Law**

Dear Sir/Madam,

You are cordially invited to participate in the Global Anti-counterfeiting Conference, jointly organized by the European Chamber of Commerce in Hong Kong (ECC), the European Union Academic Programme Hong Kong (EUAP) and the World Customs Organization (WCO), which will take place in Hong Kong on May 8th, 2014, at the Chinese University of Hong Kong, Graduate Law Centre.

The conference focuses on raising awareness on the dangers of counterfeits and promoting consumer health and safety. It also seeks to enhance Customs' work in the Asia Pacific region by encouraging Customs and the private sector to join forces in order to combat counterfeiting more efficiently.

Featuring presentations and interactive panel discussions, this conference will provide participants with valuable insight from participating experts on recent intellectual property rights protection and enforcement successes, challenges and outlook in the region.

The following topics will be explored throughout the conference:

- Customs Cooperation in Protecting and Enforcing IPR in the Asia Pacific Region
- Best Case IPR Protection
- Methods of Prevention and Suppression of IPR related Crimes Industry Perspective on Building Cooperation with Law Enforcement Agencies
- Countering counterfeits on the Frontier
- Border Enforcement in the European Union

Beyond developing, exchanging and expanding your knowledge on the above topics, this is a unique opportunity to build strong ties with regional IP partners to create wide networks for IPR protection and enforcement.

We look forward to welcoming you in Hong Kong. You are requested to kindly confirm your participation **by 21<sup>st</sup> April, 2014** by returning the completed registration form.



The European Chamber of Commerce in Hong Kong, the European Union Academic Programme Hong Kong, and the World Customs Organization  
April 2014

## More information on Organizers

### **European Chamber of Commerce in Hong Kong (ECC) [www.eurocham.com.hk](http://www.eurocham.com.hk)**

ECC is a non-governmental business interest group which aims to promote commercial, industrial, financial, scientific and other economic exchanges of all types between Hong Kong and the European Union. ECC also runs the day-to-day operations of the EU Business Information Programme (EUBIP). ECC has developed three working groups on specific industry sectors including technology, finance and intellectual property rights (IPR), with representation from National Chambers of Commerce and private companies, with the aim of providing input for the formulation of EU bilateral policies and regulatory dialogue with relevant interlocutors in the Hong Kong and Macau governments. The recently founded European Brands Protection Council (EBPC) is the working group which focuses on IPR and wider trade related issues in Hong Kong and Macau.

### **World Customs Organization [www.wcoomd.org](http://www.wcoomd.org) | [www.wcoipm.org](http://www.wcoipm.org)**

Composed by 178 national Customs administrations plus the EU, the World Customs Organization (WCO) is the only international intergovernmental organization dealing with Customs procedures and Customs border enforcement. Its mission is to improve the effectiveness and efficiency of Customs administrations across the globe, and to help them fulfil their role of facilitating trade whilst ensuring its security. One of the WCO's primary roles is to lead the discussions on global efforts to fight against counterfeiting and piracy.

### **European Union Academic Programme Hong Kong [europe.hkbu.edu.hk/euap/](http://europe.hkbu.edu.hk/euap/)**

The European Union Academic Programme (EUAP) is a consortium of four universities in Hong Kong (Hong Kong Baptist University, The University of Hong Kong, The Chinese University of Hong Kong and Lingnan University), co-financed by the European Commission.

It is designed to strengthen EU-Hong Kong relations through academic work and network-building with local, regional and European partners. It promotes academic excellence in European Union-related studies by strengthening existing programmes and research, developing new courses and multidisciplinary activities in tertiary institutions and secondary schools and a broad range of outreach activities in the wider HK community.

The EUAP is nurtured by sustainable networks in HK political circles, civil society, business and the mass media, for all of which it provides reliable information on any EU-related issue of interest. The EUAP cooperates closely with the EU Office to Hong Kong and Macao, the diplomatic representatives and chambers of commerce of all EU member states and a large number of institutions in Europe.

## Registration Form

[Click here to register now via Email](#) or complete and submit the Registration Form below and return it via email or fax on or before **21<sup>st</sup> April, 2014.**

Attn: Ms. Yvonne Tin    Email: [registration@eurocham.com.hk](mailto:registration@eurocham.com.hk)    Fax: (+852) 2511 6833

### Registration Form

Registration Details	
Name of Company/ Organization	
Address	
Telephone	
Fax	
Contact Person	
Email	
Direct Number	
Attendee	Surname
	First Name                      (Mr./Mrs./Ms.)
	Job Title
	Direct Email
	Direct/Mobile No.
<b>Remarks:</b>	
- The venue is kindly provided by the EUAP	
- Lunch, coffee and soft drinks will be provided throughout the day	
- Entrance to the conference is free of charge	
- Speakers and participants are expected to fund their own travel, hotel accommodation, visit visa, transportation or any other charges	

For more information on the conference, please contact Ms. Yvonne Tin (E: [yvonne.tin@eurocham.com.hk](mailto:yvonne.tin@eurocham.com.hk)) (Tel: +852 2511 5133) - The European Chamber of Commerce in Hong Kong



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