



Stocktaking seminar
***Policy and Stakeholder Perspectives to
Prevent Counterfeiting and Illicit Trade***
Brussels, 16 June 2015
CEPS - Place du Congrès, 1

In this seminar, organised by CEPS in cooperation with MSL Group, international authorities and organisations will share the results of their latest analysis about the consequences of counterfeiting and illicit trade for the European economy.

Illicit trade and counterfeiting involves money, goods or value gained from illegal activities that generate a wide range of economic, social, environmental or political harms. Governments and society lose hundreds of billions in tax, revenues, income and jobs.

Representatives of the European institutions will share their perspectives and policy approaches to tackle the problem of cross-border illicit trade, also with reference to non-EU countries. Finally, the seminar will serve as a forum for industries across different sectors to exchange best practices in tracking, tracing and authenticating traded goods.

The seminar will take place on **Tuesday, 16 June, from 9h00 - 13h30, followed by a lunch buffet, at CEPS, Place du Congrès 1, 1000 Brussels.**

Agenda

- 9.00 Registration
- 9.30 Welcome by CEPS

09.35 **The Policy Perspective:**

The impact of counterfeiting and illicit trade on EU economies

Patrice Pellegrino, Brussels Liaison Officer, Office for the Harmonisation in the Internal Market (OHIM)

Helge Kleinwege, Legal officer, Intellectual Property and Fight against Counterfeiting, DG GROW, European Commission

09.50 *Policy priorities and enforcement challenges*

Stefano Betti, Senior Counsel Office of Legal Affairs, Interpol

Piotr Stryszowski, Project Manager Directorate for Public Governance and Territorial Development, OECD

10.25 Discussion

11.00 Coffee Break

11.30 **The Stakeholder Perspective:**

Stakeholder cooperation in designing and using innovative technological solutions in tracking, tracing and authentication

Craig Stobie, Head of Global Life Sciences Team, Domino

Eric Lequenne, Global Competence Centre Serialization, Worldline - an Atos company

Alexandra Iliopoulou Policy and Legal Adviser, BASCAP-ICC

12.05 *How to empower European industry and citizens to actively support preventive measures against counterfeited products?*

Maarten van Baelen, Market Access Director, European Generic and Biosimilar Association

Karl Christian Roediger, Solution expert Track & Trace Supply chain, SAP AG

Benoit Goyens, Project manager IPM Private Sector, World Custom Organisation

12.40 Discussion

13.30 Buffet lunch and networking