



Preventing Counterfeiting and Illicit Trade: Progress and challenges

Friday, 20 May 2016

CEPS – Place du Congrès 1, Brussels

CEPS, in cooperation with the MSL Group, has the pleasure of inviting you to a seminar on new police developments and business practices in the prevention of counterfeiting and illicit trade.

Friday, 20 May, 9h00 – 13.30, followed by a buffet lunch at CEPS, Place du Congrès 1, 1000 Brussels

Officials from the OECD, the World Customs Organisation and the European institutions will present the results of their latest research and policy approaches to tackle the problem of cross-border illicit trade, also with reference to non-EU countries. Business representatives will share their insights from practical case studies to help tackle the problem of illicit trade through the application of new technologies.

The seminar, the second of its kind devoted to this subject, is conceived as a forum for industries from various sectors, representatives of institutions and their stakeholders to exchange best practices in initiatives aimed at preventing and following up from a regulatory perspective, as well as tracking, tracing and authenticating traded goods. The event will address the following themes:

- The growing economic impact of counterfeiting and illicit trade
- International and European initiatives promoting anti-counterfeiting technologies
- Cooperation among stakeholders in designing and applying supply chain security technology

AGENDA

9.00-9.30 Registration

9.30-9.35 Welcome by CEPS

9.35-10.15 ***The Impact of Counterfeiting and Illicit Trade: The results of OECD and EU Copyright Office research***

Michael Morantz, Policy Analyst, Illicit Trade and Counterfeits, OECD
Nathan Wajsman, Chief Economist, the EU Intellectual Property Office



10.15-10.45

International and European initiatives promoting anti-counterfeiting technologies

Jean Bergevin, Head of Unit IP and Fight Against Counterfeiting, DG GROW, European Commission

Anca Elena Trefas, Project Coordinator IPM, World Customs Organization

10.45

Discussion

11.00

Coffee Break

11.30-12.30

Stakeholders cooperation in designing and applying supply chain security technology

Dr. Thomas Gering, President of the Board, NANO4U

Philippe Coene, General Manager for BENELUX, Aegate

Daniela Previtali, Global Marketing Director, WIBU Systems and Member of the VDMA working group "Protect-ing"

12.30

Discussion

13.30

Buffet lunch and networking