



Combating Counterfeiting and Illicit Trade. Business Practices and Policy Direction on ICT Traceability & Authentication

Wednesday 10 May 2017 at CEPS – Place du Congrès 1 – 1000 Brussels

Agenda

- 09:30** **Registration + coffee**
- 10:00** **Welcome address by Jacques Pelkmans, Senior Research Fellow, CEPS**
- 10:05** **Business practices and standards to enhance traceability and authentication through technologies**
- Carina Gommers, ECTA Anti-Counterfeiting Committee and ECTA Council**
- Bob Peeters, Senior Manager of the IPM Private Sector Team, World Customs Organization**
- Craig Stobie, Director, Domino Printing Sciences**
- Diane Taillard, Director Consumer Safety and Traceability, GS1**
- 11:00** **Q&A**
- 11:15** **Coffee break**
- 11:30** **Improving regulatory requirements, enforcement and stakeholders cooperation**
- Pedro Velasco Martins, Intellectual Property and Public Procurement, DG TRADE**
- Hannes Leo, Member, European Economic and Social Committee**
- Michael Morantz, Policy Analyst, Illicit and Counterfeit Trade, OECD**
- Siegmar Reiss, Head of Sector Counterfeit Goods, OLAF**
- 12:30** **Q&A**
- 12:45** **Networking lunch**