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## REGIONAL WORKSHOP

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# WIPO REGIONAL WORKSHOP ON THE DANGERS OF COUNTERFEIT GOODS TO PUBLIC HEALTH

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the United States Department of State (DOS)

and with the assistance of  
the Anti-Counterfeit Agency (ACA), Kenya

**Mombasa, November 1 to 3, 2011**

## PROGRAM

*prepared by the International Bureau of WIPO*

**Tuesday, November 1**

- 8.30 – 9.00      **Registration**
- 9.00 – 9.30      **Opening:**  
Mr. Stephen Mallowah, Executive Director, Anti Counterfeit Agency (ACA)  
Mrs. Louise Van Greunen, Director, Building Respect for IP Division,  
World Intellectual Property Organization (WIPO)  
Jessica Davis Ba, Deputy Economic Counselor, US Embassy  
Mr. A.G.N. Kamau, Chairman, Board of Directors of ACA  
Eng. John Mosonik, Industrialization Secretary, Ministry of Industrialization  
Hon. Amason Jeffa Kingi – Ag. Minister, Ministry of Industrialization
- 9.30 – 10.30      **An Introduction to IP rights – patents, trademarks, designs and Building Respect for IP Rights**  
a) International Legal Framework  
*Speaker: Louise Van Greunen, WIPO*  
b) Substantive National Legal Framework  
*Speaker: Mr. Sylvance Sange, Kenya Industrial Property Institute (KIPI);  
Mr. Edward Sigei, Kenya Copyright Board (KeCoBo)*
- 10.30 – 11.00      Refreshments
- 11.00 – 11.45      **What is counterfeiting? What isn't counterfeiting? And why should we care?**  
a) Enforcement in Terms of Strategic Goal VI of WIPO  
*Speaker: Louise Van Greunen*  
b) Socio-Economic Impact: Health and Sustainable Development  
*Speaker: U.S. Department of State (Embassy Nairobi)*
- 11.45 – 12.45      **Intersection between IP and public policy – in particular public health**  
a) Government Perspective  
*Speaker: Dr. Henry Mutai - Managing Director, KIPI;*  
b) Private Sector Perspective  
*Speaker: Mr. Onesimus Murkomen, Member, ACA Board*
- 12.45 – 14.00      Lunch
- 14.00 – 15.00      **Overview of national/regional/international campaigns to promote awareness about the dangers of counterfeiting to public health and safety**  
  
*Speaker(s):  
Unilever –George Ngige  
KAPI – Dr. Moses Mwangi  
Dr. John Akoten – Deputy Director, Research & Awareness, ACA;  
Dr. Joseph Yano – Pharmacy & Poisons Board*
- 15.00 – 15.30      Refreshments
- 15.30 – 17.00      **Panel Discussion on Case Studies**

*Panelists:*

*Mr. Raymond Michuki - Chief Manager, Market Surveillance Dept,  
Kenya Bureau of Standards*

*Mr. Ambrose Munyasia – Snr Asst Commissioner, Kenya Police Service,*

*Mr. Evans Nyakango - Kenya Revenue Authority (KRA)*

*Mr. Tutui Nanok - Consumers Expert, ACA Board Member*

*George Ngige, Unilever*

*Hakan Misri, Managing Director, Nestlé*

*Mr. Stephen Mallowah – Executive Director, ACA,*

*Dr. Joseph Yano – Pharmacy & Poisons Board*

*Moderator: Ms. Louise Van Greunen, WIPO*

**Wednesday, November 2**

- 09.00 – 10.30     **Public Outreach: Challenges Faced by the Anti-Counterfeit Agency**  
*Speaker(s):*  
*Mr. Sylvance Sange – Principal Examiner, KIPi;*  
*Mr. Stephen Mallowah – Executive Director, ACA,*  
*Mr. Edward Sigei – KeCoBo*  
*Dr. Moses Mwangi – KAPI (Kenya Association of Pharmaceutical Industries)*
- 10.30 – 11.00     Refreshments
- 11.00 – 12.30     **WIPO Outreach Tools and Consumer Attitudes and Perceptions**  
*Speakers:*  
*Omar Katbi, Head, Outreach Services Section, WIPO*
- 12.30 – 14.00     Lunch
- 14.00 – 15.00     **Formulating a Public Outreach Action Plan:**  
Break-out discussion groups and report back session]  
Resources: All speakers
- 15.00 – 15.30     Refreshments
- 15.30 – 17.00     **(Cont'd) Formulating a Public Outreach Action Plan:**  
[Break-out discussion groups and report back session]  
Resources: All speakers

**Thursday, November 3**

- 12.30 – 14.00     Lunch
- 14.00 – 15.45     **Youth Outreach: Working with Schools to Build Youth Awareness**  
*Short video presentation on the dangers of counterfeit medicine*  
*Speakers: Dr. John Akoten, ACA*  
*Omar Katbi, WIPO*  
*Additional discussants: Mombasa school directors*  
*Deliverable: Written summary of key ideas for successful school outreach*

15.45 – 16.15 Break

16.15 – 18.00 **Kickoff Event: Campaign Against Counterfeit Products Phase II**

*Speakers: Jessica Davis Ba, U.S. Embassy*

*Dr. John Akoten, ACA*

*Omar Katbi, WIPO*

*Kenya Pharmacy and Poisons Board (PPB)*

*Kenya Seed*

*Private Sector Briefs (Toyota, Unilever, Haco Brands, Crown  
Paint)*

*Additional discussants: Local Mombasa stakeholders*