



MINISTRY OF COMMERCE  
KINGDOM OF CAMBODIA



JAPAN PATENT OFFICE



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## NATIONAL WORKSHOP

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## Enforcement of Intellectual Property Rights (IPRs)

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
Ministry of Commerce of Cambodia

with the assistance of  
the Japan Patent Office

**Cambodia, Phnom Penh, September 12 and 13, 2011**

LIST OF SPEAKERS  
*prepared by the International Bureau of WIPO*

## PETER ASTLEY

He is the current Head of Public Protection at Warrington Borough Council situated in the North West region of the United Kingdom. Under his leadership, Warrington Public Protection has emerged as a 'progressive' service which attempts to make a difference where it really matters, reducing health inequalities and improving community safety in Warrington's most deprived and vulnerable communities.

He is physics graduate and former professional rugby league player.

He is a specialist in counterfeiting and piracy crime policy and strategy, leading on a number of regional and national agendas. He is increasingly working for bodies including the European Union, United Nations and World Health Organisation, advising and supporting overseas governments on counterfeiting and piracy crime matters, primarily in Eastern Europe and South-East Asia.

He is a keen advocate of regional partnership working, setting up the 'award winning' Trading Standards North West (TSNW) Intellectual Property Group, which has had a big impact on tackling intellectual property crime in the North West region of the United Kingdom. He is the current market surveillance 'Strategic Lead' for counterfeiting and piracy issues in the North West region and is currently the regional lead for the *North of England Tackling Illicit Tobacco for Better Health Programme*. He also sits on the National Intellectual Property Crime Strategy Board representing over 200 market surveillance bodies from across the UK.

## DAVID BLAKEMORE

He is Executive Director (Asia Pacific), IPR Business Partnership, a non-governmental organization that is committed to helping governments implement the provisions of the TRIPS Agreement by assisting with the delivery of capacity building and specialist training for law enforcement officials responsible for the detection of counterfeit and pirated goods.

He enjoyed a 34 year operational and management career with the New Zealand Customs Service and in 1997 was appointed to the World Customs Organization (WCO), Brussels. Since his return to New Zealand in 2004, in his current role he has been closely involved with technical assistance activities relating to the enforcement of intellectual property rights in more than 25 economies in the Asia Pacific region.

He has lectured on international customs policy at Staffordshire and Sussex Universities, United Kingdom and the American University, Brussels.

**THIERRY CHARLES DUBOIS**

He is Managing Director, Asia Pacific, Federation of the Swiss Watch Industry (FH).

He is also Managing Director of Selective Trademark Union (STU). He was Founder and Manager Director, Promo Service Ltd during the period 1990 -1999 and from 1999 he was Managing Director, FH Promotion Ltd.

He did his Faculté de Droit in University of Lausanne, Switzerland in 1990. He completed his Faculty of Law (external student), Syracuse University, U.S.A. in 1992.

He is Founder and CEO, Teachers of Ten Thousand Generations Foundation and Member of the Board, Swiss School Committee. He is also Founder, Little Angels Foundation. He was Treasurer, Swiss Association of Hong Kong during the period 1998 - 1999.

**NAOTO KUJI**

He is General Manager, Intellectual Property Division, Honda Motor Co., Ltd.

He completed his LL.M. in 1977.

He joined Honda Motor Co., Ltd. in 1977 and became a General Manager of intellectual property division in 2001. He was President, the Japan Intellectual Property Association (JIPA) in 2005 and from 2004 to 2010, was Chairperson for planning committee of International Intellectual Property Protection Forum (IIPPF). He was Deputy Chairperson for IP committee of the Japan Automobile Manufacturers Association, Inc.(JAMA) from 2008 to 2009. He was Director, the Licensing Executives Society Japan (LESJ) and was also Chairperson for planning committee of JIPA (2008). He is Director, Intellectual Property Association of Japan (IPAJ).

**YOSHIHIRO NAGAHASHI**

He is Deputy Director, International Affairs Division, General Affairs Department, Japan Patent Office (JPO).

He is holding degree of Bachelor's Degree in Economics, Niigata University in March 1986.

He joined the JPO in 1986. From 1993, he worked as Assistant Director for Planning, Patent Information Policy Planning Division, General Affairs Department, and later in 1996, he served as Second Secretary for Economics, Embassy of Japan in Greece. After that he became Staff Specialist for Computers, Electronic Data Processing Administration Division, General Affairs Department. In 2001, he was Assistant Director for Patent, Industrial Technology Division, Tohoku Bureau of the Ministry of Economy, Trade and Industry. From 2007 to 2009, he was Deputy Director, Personnel Division, General Affairs Department.

## TONY SWAFFIELD

He is Director, Brand Protection for New Era Cap (Europe) Ltd and has been in this position for over 5 years.

He is currently on the Council of the ACG (Anti Counterfeiting Group) and REACT (Europe) and continues his close relationship with trade Associations such as the IPR Business Partnership, WCO (World Customs Organisation), WIPO, IACC in the US and QBPC in China.

Prior to this, his role within private industry started in 1997 where he gained the position of Intellectual Property Manager for the UK Overland Group (global licensees for CAT Inc) and in 2000 he joined BBC Worldwide as Global Intellectual Property Enforcement Executive. In 2003 he was employed by Imperial Tobacco as team leader responsible for all brand integrity issues. His main role was to devise and maintain the global anti-counterfeiting enforcement strategy.

He previously spent life in the UK Trading Standards profession, specialising in anti counterfeiting enforcement, first with a Local Government Authority, the West Midlands County Council [before abolition in 1986] and subsequently with Birmingham City Council. In 1995 he won the inaugural UK ACG individual officer achievement award.

## XAVIER VERMANDELE

He is currently Legal Officer in the Building Respect for IP Division of the World Intellectual Property Organization (WIPO).

He holds a Master's degree in Law (Université Catholique de Louvain) and a LL.M. in European Law (Institut d'Etudes Européennes, Université Libre de Bruxelles).

He worked for thirteen years as Attorney-at-Law at the Brussels Bar in important business law firms, mostly in the areas of Intellectual Property Law and Trade Practices, where he acquired extensive experience in IP litigation and counseling. He represented clients in Belgian and French courts, as well as before Belgian, Benelux and European administrative authorities. He also published various articles in IP Law and Trade Practices. He then worked over a year as Legal Officer in EuropeAid Co-operation Office (AIDCO – European Commission), before joining WIPO.

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