



الهيئة السعودية للملكية الفكرية  
Saudi Authority for Intellectual Property



JAPAN PATENT OFFICE



WIPO  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

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## SUB-REGIONAL WORKSHOP

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WIPO/IPR/Ryd/23/INF/1  
ORIGINAL: ENGLISH  
DATE: OCTOBER 18, 2023

### **Sub-Regional Workshop on the Enforcement of Intellectual Property for Law Enforcement Officials from the Gulf Cooperation Council (GCC)**

organized by:

The World Intellectual Property Organization (WIPO)

in cooperation with:

The Saudi Authority for Intellectual Property (SAIP)

and

The Japan Patent Office (JPO)

**Riyadh, Saudi Arabia, October 2 and 3, 2023**

PROGRAM

*Prepared by the International Bureau of WIPO*

Monday, October 2, 2023

9.00 – 9.30		<b>Registration</b>
9.30 – 10.00		<b>Welcome remarks</b>  Dr. Abdulaziz Alswailem, CEO, Saudi Authority for Intellectual Property, Riyadh  Daren Tang, Director General, World Intellectual Property Organization, Geneva  Mr. HAMANO Koichi, Commissioner, Japan Patent Office, Tokyo
10.00 – 10.30		<b>Group Photo &amp; Coffee Break</b>
10.30 – 10.50	<b>Topic 1</b>	<b>The Importance of IP Enforcement</b>  Speaker: Mr. Nawaf Alhammad, Associate Officer, Building Respect for Intellectual Property Division, Global Challenges and Partnerships Sector, WIPO, Geneva
10.50 – 11.10	<b>Topic 2</b>	<b>A Global Approach to IP Enforcement – Building Respect for IP</b>  Speaker: Mr. Samer Al Tarawneh, Legal Counsellor, Building Respect for Intellectual Property Division, Global Challenges and Partnerships Sector, WIPO, Geneva
11.10 – 11.20	<b>Q&amp;A</b>	
11.20 – 11.50	<b>Topic 3</b>	<b>Trademark Counterfeiting and Copyright Piracy</b>  Speaker: Mr. Samer Al Tarawneh
11.50 – 12.00	<b>Q&amp;A</b>	
12.00 – 12.30	<b>Break</b>	
12.30 – 13.00	<b>Topic 4</b>	<b>The Nature of Online IP Infringement</b>  Speaker: Mr. Samer Al Tarawneh
13.00 – 13.10	<b>Q&amp;A</b>	
13.10 – 14.10	<b>Topic 5</b>	<b>Country Reports – IP Enforcement Challenges and Experiences in the GCC</b>  Moderator: Mr. Fahad H. Alharbi, Head of National Partnerships Department, Saudi Authority for Intellectual Property, Riyadh  Speakers: One representative per participating country
14.10 – 14.20	<b>Q&amp;A</b>	

14.20 – 14.50 **Topic 6** **Investigating and Prosecuting IP Crimes**  
Speaker: Mr. Erling Vestergaard, IP Investigation and Prosecution Expert, Copenhagen

14.50 – 15.00 **Q&A**

Tuesday, October 3, 2023

9.00 – 9.40 **Topic 7** **Strategies and Tools of Online Platforms in Combating Counterfeiting and Piracy**

Speakers: Hadi Alkanani, Manager, Brand Protection, Strategic Partnerships, Amazon

9.40 – 10.20 **Topic 8** **Practices and Challenges in the Investigation of Online IP Crime**

Speaker: Mr. Erling Vestergaard

10.20 – 10.30 **Q&A**

10.30 – 11.10 **Topic 9** **Border Enforcement:  
- Approach in Saudi Arabia  
- Experience at the International Level**

Speakers: Ms. Rumi Hashimoto, Technical Attaché IPR, Health and Safety Programme, Compliance and Facilitation Directorate, World Customs Organization, Brussels

Maryam Al samiri, Director of Commercial Fraud Department, Zakat, Tax and Customs Authority, Riyadh

11.10 – 11.20 **Q&A**

11.20 – 11.35 Coffee Break

11.35 – 11.55 **Topic 10** **Disposal of IP Infringing Goods**

Speakers: Mr. Samer Al Tarawneh

Mr. Faisal Almadhi, Head of Preliminary Investigations, Saudi Authority for Intellectual Property, Riyadh

11.55 – 12.05 **Q&A**

12.05 – 12.30 **Break**

- 12.30 – 13.10 **Topic 11** **The Role of the Right Holders in the Fight Against Counterfeiting and Piracy**
- Speakers: Speaker from “Procter & Gamble”  
Ms. Ola Khdeir, React
- 13.10 – 13.20 **Q&A**
- 13.20 – 14.20 **Topic 12** **Strategic Initiatives and Cooperation – Public/Public and Public/Private**
- Saudi Arabia Experience: The National Committee for the Enforcement of Intellectual Property Rights
- Japan Experience: Measures Against Counterfeit Goods  
JPO and Japan External Trade Organization (JETRO)
- Panel Discussion
- Moderator: Mr. Samer Al Tarawneh
- Speakers: Mr. Yasser Al-Debassi Executive Director, Intellectual Property Respect Department, Saudi Authority for Intellectual Property, Riyadh
- Mr. Kodai Maki, Specialist for International Information, Overseas Business Support Office, International Cooperation Division, Japan Patent Office, Tokyo
- Mr. Keisuke Seki, Director of IP, Japan External Trade Organization (JETRO) Dubai, and IP Attaché, Japan Patent Office in Middle East and Africa
- 14.20 – 14.30 **Q&A**
- 14.30 – 15.00 **Topic 13** **WIPO ALERT and Other Initiatives**
- Speaker: Mr. Nawaf Alhammad
- 15.00 – 15.10 **Q&A**
- 15.10 **Closing**

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