



THE BRUNEI DARUSSALAM INTELLECTUAL PROPERTY  
OFFICE (BRUIPO)



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## NATIONAL WORKSHOP

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**WIPO/IP/JU/BWN/14/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: AUGUST 2014**

## **Building Respect for Intellectual Property for Law Enforcement Officials**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
The Brunei Darussalam Intellectual Property Office (BruiPO), The Brunei Economic  
Development Board (BEDB)

**Bandar Seri Begawan, September 8 and 9, 2014**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Monday, September 8, 2014

9.00 – 9.30 Registration

9.30 – 10.00 Opening ceremony

Welcome addresses by:

The representative of the Brunei Darussalam Intellectual Property Office (BrulPO), Bandar Seri Begawan

Ms. Louise van Greunen, Director, Building Respect for IP Division, World Intellectual Property Organization (WIPO), Geneva

10.00 – 10.40 **Topic 1** **Strategic Goal VI of WIPO – Building Respect for Intellectual Property (IP) Rights (Including Basic IP Rights)**

Speaker: Ms. Louise van Greunen

10.40 – 11.00 Coffee Break

11.00 – 11.50 **Topic 2** **The Legal Framework for the Enforcement of IP Rights in Brunei Darussalam**

Speaker: Ms. Nur Ahmad, Associate, Ahmad Isa & Partners, Bandar Seri Begawan

11.50 – 12.30 **Topic 3** **Border Measures under Part III of the Agreement on Trade-Related Aspect of Intellectual Property Rights (TRIPS Agreement)**

Speaker: Mr. David Blakemore, Executive Director, Asia Pacific Secretariat, IPR Business Partnership, Christchurch, New Zealand

12.30 – 13.30 Lunch Break

13.30 – 14.30 **Topic 4** **TRIPS Part III: Practical Training Scenario**

Speaker: Ms. Louise van Greunen

14.30 – 15.00 **Topic 5** **Combating Digital Piracy**

Speaker: Mr. Ang Kwee Tiang, Regional Director, International Federation of Phonographic Industry (IFPI) – Asia, Hong Kong SAR, China

15.00 – 15.30 **Topic 6** **Consumer Attitudes and Perceptions: How to Curb the Demand for Infringing Goods**

Speaker: Ms. Louise van Greunen

15.30 – 16.00 Coffee Break

16.00 – 16.45 **Topic 7** **The Criminal Enforcement of IP Right/The Investigation and Prosecution of IP Crimes**

Speaker: Mr. Ang Kwee Tiang

Tuesday, September 9, 2014

9.00 – 9.45 **Topic 8** **Practical Training Scenarios on Effective Border Enforcement**

Speaker: Mr. David Blakemore

9.45 – 10.10 **Topic 9** **IP Crimes and the Public Interest (Including Sentencing and Proportionality)**

Speaker: Ms. Louise van Greunen

10.10 – 10.30 **Topic 10** **Penalties and the Applicability of Proceeds of Crime/Money Laundering Legislation**

Speaker: Ms. Louise van Greunen

10.30 – 11.00 Coffee Break

11.00 – 11.30 **Topic 11** **The Environmentally Friendly Disposal of Infringing Goods**

Speaker: Mr. David Blakemore

11.30 – 12.20 **Topic 12** **The Role of the Various Enforcement Agencies**

Speaker: Mr. David Blakemore

12.20 – 13.30 Lunch Break

13.30 – 14.30 **Topic 13** **The Role of Right Holders in Effective Enforcement of IP Rights and Consumer Awareness**

Moderators: WIPO and BrulPO officials

Speakers: Three local speakers (one representative from the pharma or body care industries; one from the food or beverage industries; and one representing copyright industries)

14.30 – 14.50 Coffee Break

14.50 – 16.20 **Roundtable Discussion** **A Strategic Approach to Building Respect for IP: Cooperation within the Public Sector and the Creation of Public/Private Partnerships**

Moderators: BrulPO official and speakers from New Zealand and Hong Kong SAR

16.20 Closing ceremony

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