

Respect for IP – Growing from the Tip of Africa

International Conference

Sandton, South Africa
October 23-25, 2018

Program



INTERPOL



WORLD CUSTOMS ORGANIZATION



WTO OMC



Companies and Intellectual
Property Commission

a member of the dti group



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Tuesday, October 23, 2018

18.30	<p>Welcome and Gala Dinner</p> <p>Dress code: formal</p> <p>Speakers:</p> <p>Adv. Rory Voller, Commissioner, Companies and Intellectual Property Commission (CIPC) Department of Trade and Industry (DTI), South Africa</p> <p>Councillor Mpho Parks Tau, Chairperson, South African Local Government Association, and President, United Cities and Local Governments, South Africa</p> <p>Mr. Minelik Alemu Getahun, Assistant Director General, Global Issues Sector, World Intellectual Property Organization (WIPO)</p> <p>Dr. Kunio Mikuriya, Secretary General, World Customs Organization (WCO)</p> <p>Mr. Xiaozhun Yi, Deputy Director General, World Trade Organization (WTO)</p> <p>Mr. Anbuen Naidoo, Executive Committee Delegate for Africa, International Criminal Police Organization (INTERPOL)</p>
-------	--

Wednesday, October 24, 2018

09.00 – 09.45	<p>Welcome Addresses</p> <p>Adv. Rory Voller, Commissioner, CIPC, DTI</p> <p>Mr. Minelik Alemu Getahun, Assistant Director General, Global Issues Sector, WIPO</p> <p>Dr. Kunio Mikuriya, Secretary General, WCO</p> <p>Mr. Xiaozhun Yi, Deputy Director General, WTO</p> <p>Mr. Anbuen Naidoo, Executive Committee Delegate for Africa, International Criminal Police Organization (INTERPOL)</p> <p>Keynote Speech:</p> <p>Ms. Joanmariae Fubbs, Member of Parliament and Chairperson, Portfolio Committee on Trade and Industry, South Africa</p>
09.45 – 10.15	<p>Coffee Break / Press Conference</p>
10.15 – 11.30	<p>Session 1 The Value of IP for Economic Growth, Small Businesses, Investment, Job Creation and Development (Panel organized by CIPC, DTI)</p>

Intellectual property (IP) is a key tool for capturing the value and extracting the benefits of technological advancements for businesses as well as for society at large. A respected, balanced and functioning IP ecosystem can draw investment, thereby turning the wheel of job creation and generating opportunities for businesses, large and small, to flourish in their creative and innovative endeavors. Creating the right conditions for the success of such businesses through the appropriate use of IP is essential for the promotion and achievement of sustainable economic growth and development.

- Discussion Points:
- How to identify growth industries and support them through IP?
 - Linking IP strategies to the National Development Plan 2030; the value of IP for small businesses; the role of IP compliance in sustainable development.
 - Fostering a culture of entrepreneurship by supporting IP-driven innovation.

Moderator:

Ms. Amanda Lotheringen, Senior Manager, Copyright and IP Enforcement, CIPC, DTI

Panelists:

Mr. Tervern Jaftha, Senior Manager, Technology Business Incubation, Small Enterprise Development Agency (SEDA), South Africa

Mr. Jorge Maia, Head, Research and Information, Industrial Development Corporation, South Africa

Mr. John McKnight, Partner, Spoor and Fisher, Johannesburg, South Africa

Mr. Marumo Nkomo, Director - Legal, International Trade and Investment, International Trade and Economic Development Division, DTI, South Africa

Mr. Darren Olivier, Senior Partner, Adams Adams, and Lead Counsel, Software Business Alliance, Johannesburg, South Africa

11.30 – 12.45

Session 2
Placing the Public Interest at the Heart of IP Enforcement
 (Panel organized by WIPO)

The fundamental purpose of IP lies in safeguarding and furthering a range of public interests, including social and cultural development and global economic growth. Respecting IP means embracing the incentives that drive innovators and creators to devise solutions to the diverse challenges that communities at different levels of development encounter on their path to sustainable progress. This session identifies concrete ways to ensure that the public interest is at the heart of IP enforcement.

Discussion Points:

- Using preventive measures and awareness-raising strategies to build respect for IP.
- Targeting the socio-economic dynamics that underlie counterfeiting and piracy.
- Finding a balanced approach through international dialogue and information exchange.

Moderator:

Ms. Louise van Greunen, Director, Building Respect for IP Division, Global Issues Sector, WIPO

Panelists:

Mr. Regan Asgarali, Controller, Intellectual Property Office, Trinidad and Tobago

Ms. Maha Bakhiet Zaki, Director, Intellectual Property and Competitiveness Department, Economic Sector, League of Arab States

Ms. Aline Flower, Associate General Counsel, Global Development, Bill and Melinda Gates Foundation, United States of America

Ms. Rohazar Wati Zuallcobley, Associate Professor, Faculty of Law, MARA University of Technology, Malaysia

Mr. Meisheng Zhao, Deputy Director General, Patent Affairs Administration Department, China National Intellectual Property Administration (CNIPA)

12.45 – 14.00

Lunch Break

14.00 – 15.15

Session 3
IP as a Priority for a Safer World
 (Panel organized by INTERPOL)

IP crime represents a growing threat but its harmful effects on public health, safety and the economy remain underestimated. Counterfeiting and piracy affect every actor in the supply chain, from the producers and distributors to the transporters, retailers and, finally, the consumers. Governments lose billions of dollars in tax revenue and foreign investment and must dedicate considerable resources to the fight against this organized crime. Industry, too, suffers considerable losses in sales and diminished consumer confidence in the validity of the affected brands. What is more, there are confirmed links between IP crime and other forms of criminal activity: huge profits generated through the sale of illicit goods are used to fund other forms of organized crime. In light of this, IP enforcement can play an important role in making the world a safer place.

Discussion Points:

- How IP crime has developed over the last decade and how it is being assessed by law enforcement.
- Law enforcement's current approach to IP enforcement and the challenges faced in the fight against IP crime.
- How IP crime can be treated with higher priority by police authorities to ensure the safety of the public.

Moderator:

Ms. Françoise Dorcier,
Coordinator, Illicit Goods and
Global Health Programme, Illicit
Markets, Organized Crime and
Emerging Crime Directorate,
INTERPOL

Panelists:

Mr. Terry Brady, President,
Underwriters Laboratories Inc.,
United States of America

Mr. Edward Mnisi, Southern
African Piracy Manager, IRDETO,
and Audiovisual Anti-Piracy
Alliance, South Africa

Ms. Néné Amy Ouédraogo,
Director, Judicial Police, National
Police, Burkina Faso

Ms. Feifei Zhang, Deputy
Director, Intellectual Property
Division, Economic Crime
Investigation Department, Ministry
of Public Security, China

Mr. Randall Zuñiga, Head,
Plans and Operations, Judicial
Investigation Agency, Supreme
Court of Justice, Costa Rica

15.15 – 15.45 Coffee Break

15.45 – 17.00 **Session 4**
Respect for IP Through
Collaborative Enforcement
(Panel organized by WCO)

Recognizing the importance of respect for IP at a country's political level is the foundation for more effective awareness raising and closer collaboration between customs authorities, police authorities and the private sector in carrying out enforcement actions.

International cooperation on IP enforcement is essential considering the global nature and socio-economic effects of manufacturing and trading in counterfeit goods. The circulation of IP-infringing goods not only reduces legal employment opportunities but seriously affects other vital areas like public health and safety. Often, the production of illicit goods neither complies with labor regulations nor with regulatory specifications and quality standards applicable to the genuine items. Three-way collaborations between customs, police authorities and the private sector could play a key role in addressing these issues.

Discussion Points:

- How to mobilize political will to place respect for IP high on the list of priorities of enforcement agencies around the world.
- Overview of some on-going police-customs initiatives.
- How the private sector can help law enforcement.
- Outlook for the future of IP enforcement.

Moderator:

Ms. Ana B. Hinojosa, Director,
Compliance and Facilitation, WCO

Panelists:

Mr. Maurice Emiola Adefalou,
Director, Policy and International
Relations Director, Directorate-
General of Customs and Indirect
Taxes, Benin

Mr. Jack Chang, Chairman,
Quality Brands Protection
Committee of China (QBPC)

Mr. Ellis Lai, Assistant
Commissioner (Intelligence and
Investigation), Customs and
Excise Department, Hong Kong
SAR, China

Mr. Willbroad Poniso, Deputy
Director, Customs and Excise
Directorate, Ministry of Finance,
Namibia

Ms. Meena Sayal, Director,
Global Brand Protection, Unilever

Mr. Daoming Zhang, Assistant
Director Illicit Markets, Organized
and Emerging Crime Directorate,
INTERPOL

Thursday, October 25, 2018

09.00 – 09.10 Greeting Message

Dr. Rob Davies, Minister of Trade
and Industry of South Africa

09.10 – 10.25 **Session 5**
Trade in a Borderless World:
The Contribution of IP Rights to
Development
(Panel organized by WTO)

The IP system, when effectively linked with related policy areas, provides an invaluable foundation for innovative activities, foreign direct investment, job creation in high-tech and creative sectors and trade in knowledge products. Advances in digital technology and initiatives such as free trade zones and regional trade agreements offer opportunities for enhancing the contribution of IP to sustainable economic growth, but equally risk increased exposure to infringing trade that impair those benefits. This session considers how the multilateral IP framework can support innovation, trade and sustainable economic growth in today's interlinked global economy and how to adapt to the changing patterns of production and trade.

Discussion Points:

- How to link innovation strategies with IP rights to drive economic growth and to create sustainable employment and trading opportunities, with a focus on micro, small and medium-sized enterprises.
- How to preserve the balance between economic opportunities in the knowledge economy and the pursuit of public policy objectives.
- How to ensure IP rights are respected in digital trade and in extended supply chains, including through blockchain technology.

Moderator:

Mr. Eddie Hurter, Associate
Professor, University of South
Africa

Panelists:

Mr. Kwee Tiang Ang, Regional
Director, Asian Regional Office,
International Federation of the
Phonographic Industry (IFPI)

Ms. Agata Gerba, Deputy Head,
Intellectual Property and Public
Procurement, Directorate-General
for Trade, European Commission

Dr. Keith Nurse, Senior Fellow,
Sir Arthur Lewis Institute of Social
and Economic Studies, and WTO
Chair, University of the West
Indies, Barbados

Mr. Daniel Roberto Pinto,
Minister, Intellectual Property
Division, Ministry of Foreign
Affairs, Brazil

Dr. Dominik Thor, Chief
Executive Officer and Founder,
Vaultitude, Gibraltar

10.25 – 10.55 Coffee Break

10.55 – 12.10 **Session 6**
Regional Alliances: Agents
of Growth and Champions of
Effective IP Systems
(Panel organized by CIPC, DTI,
and WIPO)

Regional organizations are important contributors to economic growth, social and cultural development and global stability. Around the world, countries have grouped together, establishing trade blocs, customs unions and even common judicial systems, in the pursuit of higher living standards for their people. Many such groupings have recognized the important role of IP for achieving technological advancements, stimulating innovation and creativity, and transforming regions into dynamic and competitive landscapes. As a result, cooperation and mutual assistance within regional organizations, including through the exchange of information, harmonization of certain policy areas and coordination of activities, also extend to building respect for IP.


Discussion Points:

- What common services exist and what activities are undertaken by regional organizations in the area of IP? How do these fit into the organizations' broader missions?
- What added value can be derived from regional collaboration to ensure balanced IP enforcement?
- The role of regional organizations in linking domestic and multilateral policies for building respect for IP.

Moderator:

Ms. Nomonde Maimela,
Executive Manager, Innovation
and Creativity, CIPC, DTI

	<p>Panelists:</p> <p>Mr. Rongai Chizema, Chief Technical Advisor and Head, Implementation and Coordination Unit, Department of Trade and Industry, African Union Commission</p> <p>Mr. Lungile Dukwana, Chief Strategy Executive, CIPC, DTI (representing the BRICS Association)</p> <p>Mr. François-Régis Hannart, Principal Director, European and International Co-operation, European Patent Office (EPO)</p> <p>Ms. Josephine Santiago, Director General, Intellectual Property Office of the Philippines (IPOP), and Chair, Association of Southeast Asian Nations (ASEAN) Network of Intellectual Property Rights Enforcement Experts (ANIEE)</p> <p>Ms. Gidget Alexandra Valdivia, Intellectual Property Officer, General Secretariat of the Andean Community</p>	<p>Moderator:</p> <p>Ms. Eun-Joo Min, Acting Head, Division for the Judicial Administration of IP, Office of the Legal Counsel, WIPO</p> <p>Panelists:</p> <p>The Hon. Mr. Justice YA Dato' Lim Chong Fong, Judge, High Court of Kuala Lumpur, Malaysia</p> <p>The Hon. Mr. Justice Louis Harms, Former Deputy President, Supreme Court of Appeal, South Africa</p> <p>The Hon. Mr. Justice Lambert Max Ndéma Elongué, President, Court of First Instance, Yaoundé, Cameroon</p> <p>The Hon. Dr. Justice Jan Tolkmitt, Presiding Judge, Hamburg Regional Court, Germany</p>	<p>Discussion Points:</p> <ul style="list-style-type: none"> Defining the focus of and approach to capacity building adopted by each IGO. Success stories and challenges in the provision of technical assistance. How IGOs cooperate in the area of capacity building. <p>Moderator:</p> <p>Mr. Minelik Alemu Getahun, Assistant Director General, Global Issues Sector, WIPO</p> <p>Panelists:</p> <p>Mr. Fernando Dos Santos, Director General, African Regional Intellectual Property Organization (ARIPO)</p> <p>Ms. Ana B. Hinojosa, Director, Compliance and Facilitation, WCO</p> <p>Mr. Roger Kampf, Counsellor, Intellectual Property, Government Procurement and Competition Division, WTO</p> <p>Ms. Kirstine Pedersen, Head, International IP Crime Investigators College, Illicit Goods and Global Health Program, INTERPOL</p> <p>Ms. Louise van Greunen, Director, Building Respect for IP Division, Global Issues Sector, WIPO</p>	<p>16.15 – 17.00</p> <p>Conference Outcome and Closing Ceremony</p> <p>Before the Conference comes to a close, representatives of all organizing institutions will share their reflections on the main conclusions that emerged in the preceding sessions. With each session focusing on a specific aspect of respect for IP, this panel will recall the respective key take-away messages and formulate strategic elements on the way forward towards a respected, effective and balanced global IP system.</p> <p>Moderator:</p> <p>Mr. Andre van der Merwe, Consultant and former Director, KISCH IP, Johannesburg, South Africa</p> <p>Panelists:</p> <p>Ms. Nomonde Maimela, Executive Manager, Innovation and Creativity, CIPC, DTI</p> <p>Mr. Minelik Alemu Getahun, Assistant Director General, Global Issues Sector, WIPO</p> <p>Mr. Xiaozhun Yi, Deputy Director General, WTO</p> <p>Ms. Ana B. Hinojosa, Director, Compliance and Facilitation, WCO</p> <p>Mr. Daoming Zhang, Assistant Director Illicit Markets, Organized and Emerging Crime Directorate, INTERPOL</p>
<p>12.10 – 13.15</p>	<p>Lunch Break</p>	<p>Coffee Break</p>	<p>Session 8 Harnessing the Potential of Multilateralism: Capacity Building Through Intergovernmental Actors (Panel organized by WIPO, INTERPOL, WCO and WTO)</p>	
<p>13.15 – 14.30</p>	<p>Session 7 Reconciling Territoriality in Cross-border IP Disputes (Panel organized by WIPO)</p>		<p>As a key component of their work, inter-governmental organizations (IGOs) active in the field of building respect for IP provide technical assistance to their members. United by a common objective, these organizations equip countries with the necessary means and know-how to ensure that IP rights serve consumer protection, social and economic development and other public interests. In line with its own mandate and area of expertise, each IGO employs a distinct set of tools and approaches in training different actors involved in the protection of IP rights and the prevention of counterfeiting and piracy. Complementarity and active partnerships between IGOs ensure efficiency and effectiveness in addressing the broad spectrum of their members' needs. By means of concrete examples, this session will illustrate the value that different IGOs can offer to countries seeking to strengthen national respect for IP.</p>	
<p>Discussion Points:</p> <ul style="list-style-type: none"> Defining IP rights in the digital environment and emerging remedies. Application of private international law in IP disputes. Emergence of regional and international courts. Goods in transit. 				



World Intellectual Property Organization
34, chemin des Colombettes
P.O. Box 18
CH-1211 Geneva 20
Switzerland

Tel: +41 22 338 91 11
Fax: +41 22 733 54 28

For contact details of WIPO's
External Offices visit:
www.wipo.int/about-wipo/en/offices/