



ROMANIAN COPYRIGHT  
OFFICE (ORDA)



STATE OFFICE FOR  
INVENTIONS AND  
TRADEMARKS (OSIM)



ROMANIAN AMERICAN  
UNIVERSITY IN  
BUCHAREST



WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

---

## REGIONAL CONFERENCE

---

**WIPO/SMES/BUC/23/INF/1/PROV**  
**ORIGINAL: ENGLISH DATE:**  
**JANUARY 10, 2023**

# **Fifth Regional Conference on IP in the Digital Economy for Small and Medium-sized Enterprises (SMEs): Film Industry in the Digital Environment**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Romanian Copyright Office (ORDA)

the State Office for Inventions and Trademarks (OSIM)

and  
the Romanian American University in Bucharest

**Hybrid, Bucharest, January 17 and 18, 2023**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

**Tuesday, January 17, 2023 (EET)**

**Venue: Romanian-American University Headquarters, Bucharest**

09.00 – 10.00 Registration & Welcome coffee

10.00 – 10.30 **Opening Ceremony**

Welcome addresses by:

Mr. Lucian Romascanu, Minister of Culture, Bucharest

Mr. Sorin Costreie, Counsellor of the Romanian Prime-minister, National Coordinator in the field of Intellectual Property, Bucharest

Mr. Terente Ciui, Secretary of State, Ministry of Economy, Bucharest

Mr. Andrei-Simion IJAC, Director General, the Romanian Copyright Office (ORDA), Bucharest

Mr. Catalin Nitu, Director of Legal Department, the Romanian State Office for Inventions and Trademarks (OSIM), Bucharest

Ph.D. Prof. Costel Negricea, Rector, Romanian-American University, Bucharest

Ms. Anita Huss-Ekerhult, Counsellor, Copyright Management Division, Copyright and Creative Industries Sector, World Intellectual Property Organization (WIPO), Geneva

10.30 – 11.45 **Setting the Stage: The Film Industry Today and Tomorrow**

Moderator: Ph.D. Assoc. Prof. Mihai Olariu, Vice-dean – School of Law, Romanian-American University, Bucharest

Keynote

speakers: Mr. Stan McCoy, President and Managing Director of the Europe, the Middle East, and Africa (EMEA) region, the Motion Picture Association (MPA), Brussels

Ms. Gabriela Suciu, Vice-Dean, Film Faculty, Caragiale National University of Theatre and Film (UNATC), Bucharest

Mr. Andrei Bereanda, Head of Digital, ProTV, Bucharest

11.45 – 12.30 **Copyright and the Film Industry: International and national perspectives**

Moderator: Ph.D. Assoc. Prof. Mihai Olariu

Speakers: International perspective: Mr. Stan McCoy, President and Managing Director of the Europe, the Middle East, and Africa (EMEA) region, the Motion Picture Association (MPA), Brussels

National perspective: Mr. Viorel Chesaru, Deputy CEO,  
Chainsaw Europe SRL, Bucharest

12.30 – 13.30 Lunch Break

13.30 – 15.30 **Rights management in the audiovisual sector**

Moderator: Ms. Anita Huss-Ekerhult, Counsellor, WIPO, Geneva

Speakers: Mr. Frédéric Vanbossele, Head of Legal and Licensing, and  
Ms. Audrey Monard, Legal Adviser, Association de Gestion  
Internationale Collective des Oeuvres Audiovisuelles  
(AGICOA), Geneva

Ms. Cristina Perpiñá-Robert Navarro, Director of Legal  
Affairs, The International Confederation of Societies of  
Authors and Composers (CISAC), Paris (online)

Ms. Cécile Despringre, Executive Director, Society of  
Audiovisual Authors (SAA), Brussels

Mr. José Maria Montes, Representative of the Societies'  
Council for the Collective Management of Performers' Rights  
(SCAPR), Brussels, Director of International Relations  
AISGE, Madrid (online)

Mr. Ioan Kaes, General Secretary, AEPO-ARTIS, Brussels

Mr. Robert Bunea, Representative of the National Union of  
Artists from Romania (UNART), Bucharest

Mr. Laurentiu Oprea, Executive Director, The Union of Film  
and Audiovisual Producers from Romania - The Romanian  
Association for the Management of Audiovisual Works  
(UPFAR-ARGOA), Bucharest

15.30 – 15.45 Coffee Break

15.45 – 16.45 **Rights acquired to produce an audiovisual work and rights licensed to  
commercialize its distribution**

Moderator: Ms. Christina Langer, Associate Legal Officer, Copyright Law  
Division, WIPO

Speakers: Ms. Cristina Perpiñá-Robert Navarro (online)

Ms. Cécile Despringre

Mr. Bertrand Moullier, International Expert, London

Ms. Mihaela Radulescu, Head of Legal Department, Antena  
TV Group S.A., Bucharest

Ms. Luisa Creato, Lawyer, City TV, Targu Mures

16.45 – 17.15 **Cross-border access to AV content in the digital era**

Moderator: Ms. Christina Langer, WIPO

Speakers: Mr. Robert Popescu, Director, DejaCast Technologies, Bucharest

Mr. Ciprian Parv, Founder, Streamers.ro, Bucharest

17.15 – 17.30 Question & Answer Session

**Wednesday, January 18, 2023 (EET)**

**Venue: Romanian-American University Headquarters, Bucharest**

09.00 – 10.00 Registration & Welcome coffee

10.00 – 10.45 **Building awareness of copyright and enforcement in the film industry**

Moderator: Ph.D. Assistant-Lecturer Andrei Marasoiu, Vice-Chair of the Faculty of Philosophy at the University of Bucharest, and Counsellor within the Chancellery of the Prime Minister, Bucharest

Speakers: Mr. Thomas Dillon, Legal Counsellor, Building Respect for IP Division, WIPO (online)

Mr. Aurel Dobre, Quester, Director of the Economic Crime Investigation Division, Romanian Police, Bucharest

10.45 – 11.30 **Empowerment of creators and SMEs in the film sector: Industry initiatives**

Moderator: Ms. Anita Huss-Ekerhult, WIPO

Speakers: Mr. Bertrand Moullier

Ms. Cristina Perpiñá-Robert Navarro (online)

Ms. Cécile Despringre

Mr. Dominick Luquer, General Secretary, International Federation of Actors (FIA), Brussels (online)

11.30 – 12:15 **Empowerment of creators and SMEs in the film sector: WIPO initiatives**

Moderator: Ph.D. Assistant-Lecturer Andrei Marasoiu

Speakers: Ms. Anita Huss-Ekerhult, WIPO

Mr. Ryszard Frelek, Program Officer, Section for Central European and Baltic States and Mediterranean Countries,

Division for Transition and Developed Countries, WIPO  
(online)

Ms. Christina Langer

12.15 – 13.30 Lunch Break

13.30 – 14.00 **Piracy and Counterfeit in the Film Industry**

Moderator: Mr. Cristian Florescu, Head of International Relations  
Department, ORDA, Bucharest

Speakers: Ph.D. Conf. Paul Popovici, Advocate, Counsellor in IP  
Property, Cluj-Napoca

Mr. Gabriel Turcu, Advocate, Bucharest

14.00 – 14.45 **Panel discussion: Perspectives from women film directors**

Moderator: Mr. Cristian Florescu

Speakers: Ms. Ruxandra Ghitescu, Film Director, Romania

Ms. Ketevan Machavariani, Film Director,  
Georgia

Ms. Orsi Nagypal, Film Director, Hungary

Ms. Alina Grigore, Film Director, Romania

14.45 – 15.00 Coffee Break

15.00 – 16.00 **Round table: Initiatives and recommendations in support of the  
audiovisual sector**

Moderator: Mr. Ryszard Frelek

Speakers: Mr. Eugeniu Rusu, Director General, State Agency on  
Intellectual Property of the Republic of Moldova, Chisinau

Mr. Beka Dotchviri, Deputy Chairperson, National Intellectual  
Property Center of Georgia (Sakpatenti), Mtskheta, Georgia

Ms. Eszter Anita Sándor, Legal Officer, Hungarian  
Intellectual Property Office, Budapest

Ms. Katarina Marijanović, Organizator festival Mediteran Film  
Festival, Mostar, Bosnia and Herzegovina

Mr. Olcay Hayta, Copyright Expert, The Directorate General  
for Copyright, Ministry of Culture and Tourism of Republic of  
Türkiye, Ankara

16.00 – 16.30 Question & Answer Session

16.30 – 16.45 Wrap-up and Closing

[End of document]