

Policy Dialogue on Reinforcing the Protection of IPRs against Online Counterfeiting: Challenges and Remedies in the Digital Age

Tuesday, 2nd July 2019

Hotel Hilton, Via Luigi Galvani 12, Milan, Italy

9:00 a.m. Registration

9:30 a.m. Welcoming Remarks and Setting the Stage

Francesca Cappiello, Head of anti-counterfeiting policies, DGLC-UIBM

Maysa Razavi, Manager, Anti-counterfeiting, INTA

Mario Peserico, President, INDICAM

10:00 a.m. Public Sector Perspective

Hear from Government officials and enforcement authorities about what they are doing to curb online counterfeiting. Which strategies are making progress to deprive commercial-scale infringers of their revenue flows? Is the GDPR implementation having an impact on such initiatives? Are there new trends in online IPRs infringements?

The strategies of Guardia di Finanza in tackling counterfeiting. The Operations Offside Counterfeiting and Aphrodite: strengths and weaknesses - **Salvatore Paiano**, Nucleo Speciale Beni e Servizi, Guardia di Finanza

AGCOM's role in tackling online piracy: an evaluation after 5 years of activities - **Giorgio Greppi**, Deputy Director, AGCOM

The experience of the Anti-counterfeiting Hotline - **Simona Marzetti**, DGLC-UIBM

Moderator: **Simona Marzetti**, Head of international affairs, DGLC-UIBM

Discussion with the floor

11:20 a.m. Coffee Break

11:35 a.m. e-Platforms and Online Players Perspective

Hear from the main e-commerce platforms, online players and social media about solutions and tools to prevent and fight online infringements – including ways of sharing information with brand owners. Recent trends and results following the European Commission's recommendations of March 2018 to tackle illegal content online. Are new emerging technologies such as blockchain and Artificial Intelligence making a difference? What comes next?

Facebook/Instagram*

Daniel Dougherty, Sr. Director, Global IP Enforcement, Alibaba Group

Christopher Oldknow, Senior Public Policy Manager, Amazon EMEA

Alessandro Nicolis, Global Brand Relations Manager, Amazon EMEA

Enrico Bellini, Government Affairs & Public Policy Manager, Google

Simon Baggs, CEO, INCOPRO

Moderator: **Claudio Bergonzi**, Secretary General, INDICAM

Discussion with the floor

13:30 p.m. Networking Lunch

14:30 p.m. Brand Owners Perspective

Hear from selected INTA and INDICAM members about their experience in this field. What works, what does not work, what could work better in the future, joining forces with the public sector, the e-platforms and the social media? Are voluntary MOUs at European level effective?

Myrtha Hurtado Rivas, Novartis, Vice Chair INTA Anticounterfeiting Committee

Murielle Vincenti, Group Intellectual Property Director, Prada S.A.

Moderator: **Maysa Razavi**, INTA

Discussion with the floor

16:00 p.m. Wrap up & Conclusions