

**ASEAN-USPTO Workshop on Effective Practices on Effective Practices in the  
Border Enforcement of Intellectual Property Rights Organized by the ASEAN  
Secretariat and the USPTO Global Intellectual Property Academy  
Bangkok, 13-16 November 2007**

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**Tuesday, 13 November 2007**

*Welcome Remarks*

- **Rohazar Wati Bt Zuallcoble**, Deputy Director General (Industrial Property), Malaysian Intellectual Property Corporation (MyIPO), Putrajaya, Malaysia; and Chair, ASEAN Working Group on Intellectual Property Cooperation
- **Peter N. Fowler**, Senior Counsel for Enforcement, Office of Intellectual Property Policy and Enforcement, USPTO, Alexandria, Virginia

*I. Session 1: TRIPs Border Measures Obligations*

Presenter: **Peter N. Fowler**, Senior Counsel, USPTO, Alexandria, Virginia ( [Part 1](#) | [Part 2](#) )

*II. Session 2: Counterfeiting and Piracy: How Do IP Rights Holders Fight It?*

Moderator: **Peter N. Fowler**, Senior Counsel, USPTO, Alexandria, Virginia

Panel:

1. **Fabrice Mattei**, Partner, Rouse & Co. International, Bangkok, Thailand
2. **Benjamin Ng**, Regional Counsel, International Federation of the Phonographic Industry (IFPI), Hong Kong
3. **Nor Hayati Yahaya**, Country Manager, Motion Picture Association, Kuala Lumpur, Malaysia

**Presentation on MPAA Worldwide Anti-Piracy Operations Team**

Presenter: **Nor Hayati Yahaya**, Country Manager, Motion Picture Association, Kuala Lumpur, Malaysia

*III. Session 3: Organized Criminal Activity and Trade in Counterfeit Hard Goods and*

## *Pirated Works*

Moderator: **Peter N. Fowler**, Senior Counsel, USPTO, Alexandria, Virginia

Presenters:

1. **Ralph P. Horton**, Manager, Global Product Protection South Asia Pacific, Eli Lilly, Inc. (Thailand), Bangkok, Thailand
2. **TBD**, U.S. Department of Justice, U.S. Embassy, Bangkok, Thailand

Commenters:

1. **David Blakemore**, Executive Director, IPR Business Partnership, Christchurch, New Zealand
2. **Okto Irianto**, Head of Compliance Assistance and Information Service Division Customs Service Office of Batam, Directorate General of Customs and Excise, Ministry of Finance, Indonesia

## *IV. Session 4: WCO Model Law*

Moderator: **Paul Pizzeck**, Attache, U.S. Customs and Border Protection, U.S. Embassy, Bangkok, Thailand

Presenter: **David Blakemore**, Executive Director, IPR Business Partnership, Christchurch, New Zealand ( [Part 1](#) | [Part 2](#) )

Commenter: **Okto Irianto**, Head of Compliance Assistance and Information Service Division, Customs Service, Office of Batam, Directorate General of Customs and Excise, Ministry of Finance, Indonesia

## **Wednesday, 14 November 2007**

**Depart to Port of Bangkok Thai Customs Container Inspection Facility – Custom Department Office, Port of Bangkok, Suntornkosa Road, Klongtoey District, Bangkok, Building 8, Trade Siam Room**

**Briefing by Thai Customs and Port Inspection Officials and Inspection of Container Facility on Operations - tentative**

**Briefing by Thai Customs on Inspection and Enforcement Actions and Inspection of Facility Operations**

**Thursday, 15 November 2007**

***V. Session 5: Building Effective Relationships Between Customs Officials and the Private Sector: Case Studies***

**Moderator: Peter N. Fowler**, Senior Counsel, USPTO, Alexandria, Virginia

**Panel:**

1. **Edward Kelly**, Partner and Director of Client Relations, Tilleke & Gibbins International, Bangkok, Thailand
2. **Stella Ming-Chu Liu**, Senior Auditor, Department of Investigation, Directorate General of Customs, Taipei, Taiwan
3. **Paul Pizzeck**, Attache, U.S. Customs and Border Protection, U.S. Embassy, Bangkok, Thailand

**Commenter: David Blakemore**, Executive Director, IPR Business Partnership, Christchurch, New Zealand

***VI. Session 6: Risk Assessment Analysis and Ex Officio Actions***

**Moderator: Peter N. Fowler**, Senior Counsel, USPTO, Alexandria, Virginia

**Panel:**

1. **Stella Ming-Chu Liu**, Senior Auditor, Department of Investigation, Directorate General of Customs, Chinese Taipei
2. **Paul Pizzeck**, Attache, U.S. Customs and Border Protection, U.S. Embassy, Bangkok, Thailand

**Commenter: David Blakemore**, Executive Director, IPR Business Partnership, Christchurch, New Zealand

***VII. Session 7: Regulation of Duty Free Stores, Bonded Warehouses, Free Trade Zones, Exports, and Goods in the Marketplace***

**Moderator: Peter N. Fowler**, Senior Counsel, USPTO, Alexandria, Virginia

**Panel:**

- i. **Stella Ming-Chu Liu**, Senior Auditor, Department of Investigation, Directorate General of Customs, Chinese Taipei
- ii. **Paul Pizzeck**, Attache, U.S. Customs and Border Protection, U.S. Embassy,

Bangkok, Thailand

Commenter: **David Blakemore**, Executive Director, IPR Business Partnership, Christchurch, New Zealand

***VIII. Session 8: Why Governments Protect and Enforce IP: Policy Choices, Economic Models, and Public Health and Safety Concerns***

Presenter: **Peter N. Fowler**, Senior Counsel, USPTO, Alexandria, Virginia

Commenter: **David Blakemore**, Executive Director, IPR Business Partnership, Christchurch, New Zealand

**Friday, 16 November 2007**

***IX. Session 9: Utilizing Technology Against Counterfeiting and Piracy***

Moderator: **Peter N. Fowler**, Senior Counsel, USPTO, Alexandria, Virginia

Presenter: **Kenneth Low**, Regional Market Manager, Security & Identification, tesa scribos GmbH, Saujana Impian, Selangor, Malaysia

***X. Session 10: IPR Border Enforcement Case Studies***

Moderator: **Peter N. Fowler**, Senior Counsel, USPTO, Alexandria, Virginia

Panel:

1. Stella Ming-Chu Liu, Senior Auditor, Department of Investigation, Directorate General of Customs, Chinese Taipei
2. Paul Pizzeck, Attache, U.S. Customs and Border Protection, U.S. Embassy, Bangkok, Thailand

Commenter: **David Blakemore**, Executive Director, IPR Business Partnership, Christchurch, New Zealand

***XI. Session 11: Role of Optical Disc Laws in Fight Against Piracy: Roundup of Regional Developments***

Presenter: **Peter N. Fowler**, Senior Counsel, USPTO, Alexandria, Virginia

***XII. Session 12: Discussion on APEC Model Guidelines:***

- Model Guidelines to Reduce Trade in Counterfeit Goods
- Model Guidelines to Prevent the Sale of Counterfeit Goods Over the Internet
- Model Guidelines for Public Awareness Campaigns
- Model Guidelines to Secure Supply Chains Against Counterfeit and Pirated Goods
- APEC Private Sector Guidelines to Secure Supply Chains

Presenter: **Peter N. Fowler**, Senior Counsel, USPTO, Alexandria, Virginia

Commenters:

1. **American Chamber of Commerce in Thailand Representative** – invited
2. **David Blakemore**, Executive Director, IPR Business Partnership, Christchurch, New Zealand

***XIII. Session 13: ASEAN Integration: Next Steps Discussion***

Moderator: **TBD**

**Evaluations and Closing Remarks**