Welcome Remarks

- Rohazar Wati Bt Zuallcobley, 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

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

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, Attaché, U.S. Customs and Border Protection, U.S. Embassy,
Bangkok, Thailand

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


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

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