

Report on the Fifth Global Congress on Combating Counterfeiting & Piracy

Cancun, Mexico, 1-3 December 2009

The Fifth Global Congress on Combating Counterfeiting and Piracy was an outstanding success, thanks in large part to the ongoing leadership and support provided by BASCAP and its member companies. This special report provides an overview of the Congress and BASCAP's role in its success.

Overview

The Fifth Global Congress attracted more than 800 delegates from 80 countries, confirming once again the growing recognition that this event is the premier international forum on counterfeiting and piracy. More than 60 senior government, business and NGO leaders from 25 countries delivered remarks on a wide range of topics. Senior government officials from Mexico, Panama, Uruguay, Paraguay and the Dominican Republic presented their views on issues in Latin America.

This Congress attracted strong media attention, especially across Mexico, with more than 25 media outlets sending reporters to Cancun to produce stories. Two Congress news releases and three BASCAP releases, plus a well-attended Congress news conference on Day one of the event, helped generate significant coverage of the Congress, the counterfeiting and piracy issue and BASCAP.

BASCAP Achievements

- Reinforced BASCAP's role as the leading voice of business on counterfeiting and piracy;
- 12 BASCAP member company speakers presenting the views and positions of the private sector on counterfeiting and piracy throughout the Congress;
- Three BASCAP initiatives introduced during the Congress and highlighted in BASCAP and Congress news releases;
- Strong endorsements from the Mexican government and business sectors for BASCAP's IP Guidelines, through a dedicated Congress session on the Guidelines;
- BASCAP highlighted throughout the Congress through signage, exhibit, speakers and networking;
- Strengthened relationships with key IGOs, especially INTERPOL, WIPO and WCO;
- Coverage in at least 150 news outlets across Mexico and internationally.

Awareness-raising and media

BASCAP issued five press releases during the Congress – two highlighting the Congress and one each for the launch of the three BASCAP reports. All releases were posted on the ICC website and sent out to over 7,100 news alert subscribers worldwide.

Stories appeared in national and international press, radio and TV, including significant coverage in Mexico, but stories also appeared in France, Germany, U.K., Korea, Canada, and various newswires. BASCAP was interviewed by Bloomberg, Reuters, Financial Times, AFP and BBC. ICC, BASCAP and the BASCAP reports were featured prominently in much of the coverage.

BASCAP Product launches



BASCAP study on the costs to governments and consumers was launched during a session on “Measuring the True Economic Costs.” Conducted by Frontier Economics, the study highlights the negative impact of counterfeiting and piracy on governments, taxpayers and consumers and found that across the G20 alone, over €100 billion is lost each year due to lower tax revenues and higher spending on welfare, health services and crime prevention. The findings also indicate that some 2.5 million jobs in G20 countries alone could be at risk due to counterfeiting and piracy.



BASCAP research report on consumer attitudes and perceptions on counterfeiting and piracy was presented during a session on “Public Awareness”. Conducted by Edelman, the report summarizes an extensive body of research conducted over an 18-month period – including focus groups and surveys conducted in Russia, Mexico, U.K., Korea and India – and suggests key messages and tactics that can help consumers more fully understand the repercussions of buying fake products and ultimately deter these illegal and unsafe purchases.

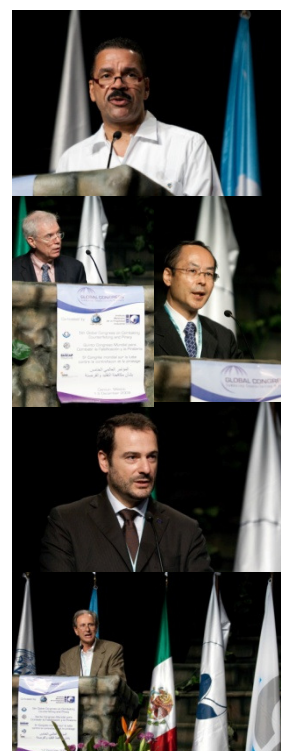


Intellectual Property (IP) Guidelines for Business were launched during a special plenary session of the Congress. The Guidelines, translated into Spanish and Portuguese, provide Latin American businesses with information on practical steps for assessing and improving the effectiveness of their IP management policies and focus on copyrights and trademarks.

Advancing the dialogue with government officials

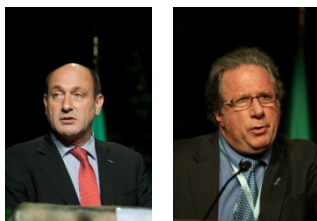
An important aspect of the Congress is the engagement with senior officials from national governments and intergovernmental organizations – as the Congress compels public dialogue, revelation of work programs and an annual re-dedication to the cause.

- Mr. Ronald K. Noble – Secretary General, INTERPOL
- Mr. Yo TAKAGI – Assistant Director General, World Intellectual Property Organization (WIPO)
- Mr. Michael Schmitz – Director Compliance/Facilitation, World Customs Organization (WCO)
- Mr. Ahmed Butti Ahmed – Director General, Dubai Customs
- Mr. GAO Feng – Deputy Director General of Economic Crime Investigation Department, Ministry of Public Security, China
- Mr. Daniel Baldwin – Assistant Commissioner Office of International Trade, U.S. Customs
- Ms. Kira Alvarez – Chief Negotiator and Deputy Assistant U.S. Trade Representative for Intellectual Property Enforcement
- Mr. Luc-Pierre Devigne – Head of Procurement and Intellectual Property, DG Trade, European Commission
- Mr. Roger Kampf – Counsellor, World Trade Organization (WTO)
- Counsellor Fabrizio Mazza – Chairman of the IP Expert Group of the Italian Presidency of the G8
- Mr. Koji YONETANI – Director, Intellectual Property Affairs, Ministry of Foreign Affairs, Japan
- Judge Jayin Sunthornsingkarn – Judge and Secretary of the Central IP and IT Court, Thailand
- Mr. LV Guoqiang – Director General Shanghai Intellectual Property Administration, China
- Mr. LI Qunying – Director of IPR Division, General Administration of Customs, China
- Mr. Michael L. Smith – Attorney-Advisor Office of Intellectual Property Policy and Enforcement, USPTO
- Mr. Sebastian Wright – Chief, IPR Policy Branch, U.S. Customs and Border Protection



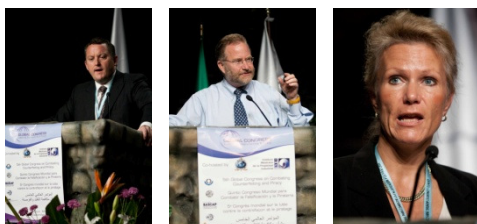
Business messaging

The Global Congress provided an opportunity for BASCAP member companies to inject business views and positions into the global policy dialogue. Collectively, the remarks by BASCAP members constituted a call on national and international political and business leaders to step up actions against counterfeiting and piracy to help boost global economic recovery.



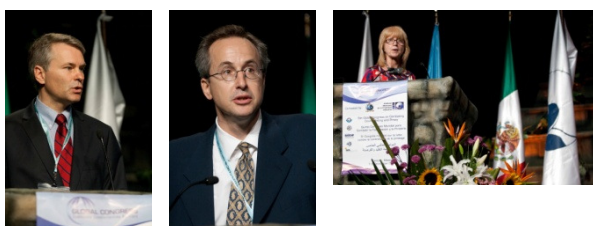
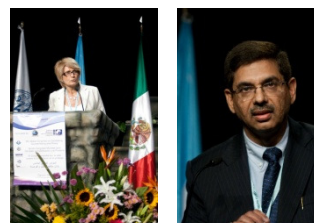
Mark Cobben (Regional Director of the Americas, British American Tobacco) and David Benjamin (SVP Anti-Piracy, Universal Music Group) spoke on behalf of BASCAP in the opening and closing keynotes.

Allen Dixon (President of International Intellectual Property and Technology Consulting) and Richard Heath (VP for Global Anti-Counterfeiting, Unilever) presented the BASCAP IP Guidelines during the LATAM launch.



Martin Lerigo (Head of Strategic Relations, Cisco), D'Arcy Quinn (Director Anti-Counterfeiting, CropLife International) and Beate Lalk-Menzel (Head of Intellectual Property, Legal and Global Brand Protection, Daimler) tackled various aspects of border control, third-party responsibilities and free trade zones.

Christine Huber (Senior Director Anti-Counterfeit Projects, Sanofi-Aventis) and Rajiv Gulati (Director Global Anti-Counterfeiting Operations, Eli Lilly) addressed health & safety issues relating to counterfeit pharmaceuticals.



Michael Fawlk (Senior VP for Compliance and Brand Integrity, Philip Morris International) spoke out on criminal sanctions and deterrent penalties; David Finn (Associate General Counsel for Anti-Piracy & Anti-Counterfeiting, Microsoft) addressed enforcement efforts to combat software piracy; and Lucy Nichols (Global Director of IPR, Brand Protection, Nokia) addressed the complex problem of internet piracy.

Reaching government officials in Latin America

The Global Congress was held in Mexico to draw attention to counterfeiting and piracy in Latin America (LATAM) and to engage senior government leaders from Mexico and throughout the region. Twelve senior Mexican government officials and keynote speakers from Panama, Uruguay, Paraguay, and the Dominican Republic presented their views. Mexico's Intellectual Property Office (IMPI) co-hosted the event, with strong leadership and participation from IMPI Director General Jorge Amigo, underscoring Mexico's commitment to stronger IP enforcement. LATAM government officials offered proposals for curbing counterfeit and pirated goods in their countries – and committed to build upon work already in place.



- Mr. Arturo German Rangel – Deputy Attorney General, Investigations on Federal Crimes, Mexico
- Mr. Facundo Rosas Rosas – General Commissioner of the Federal Police, Mexico
- Mr. Eduardo Espinosa Abuxapqui – Representative of the Governor of the State of Quintana Roo, Mexico
- Mr. José Padilla Manjarrez – Central Administrator of International Relations, Mexico Customs
- General Urbano Pérez Bañuelos – Municipal Secretary of Public Security and Traffic, Benito Juárez Cancun, Quintana Roo, Mexico
- Mr. Jorge Amigo – Director General IMPI, Ministry of the Economy, Mexico
- Colonel Félix Rubén Cruz Gómez – Coordinador Unidad Técnica Especializada Ministerio de Industria y Comercio, Paraguay
- Ms. Johanna Martínez – Head of IPR, Panama Customs
- Mr. Ricardo Prato – Director General Customs, Uruguay
- Mr. Jaime Ortega – Director of Intellectual Property Rights Customs, Dominican Republic

Quotable quotes

“Mexico is one of the countries with higher piracy problems, surpassing 80 billion dollars.” Eduardo Espinosa Abuxapqui.

“Piracy kills because resources are used to fund criminal groups linked to drug trafficking. It's not enough to fill warehouses with pirated products, authorities must make a greater effort to reach the bottom of the problem, [such as] those who head the business, as well as companies which are producing or importing such products.” Facundo Rosas Rosas

“Increased surveillance, training in customs, changes in the law to toughen penalties, to encourage a culture of legality and to exercise the right to bring complaints from affected companies are all part of what's needed in Mexico.” Jorge Amigo

Resources for BASCAP members

Should your company wish to have photos, presentations, government contact information or to arrange correspondence with any of the government officials, please contact Jeff Hardy, BASCAP Coordinator Jeffrey.Hardy@bascap.com

A listing of media coverage, with links to press clippings, TV and radio spots can be found on Edelman's website <http://dic09.consultingmedia.com.mx/EDELMAN/11/MEDIAMONITORING.xls>

Most presentations, final program, outcomes statement and list of speakers can be found at the Congress www.ccapcongress.net

Additional information on the BASCAP product launches in Cancun, along with PDF versions of each report, can be found at the BASCAP website www.iccwbo.org/bascap