

**ASEM conference on enforcement of Intellectual Property Rights Prague, 19<sup>th</sup> May 2010**  
**program**

**8:30 Registration**

**9:00 Keynote speeches – international cooperation in the field of intellectual property rights**

- **Mr. Vladimir Galuska** - Deputy Minister of Foreign Affairs of the Czech Republic
- **Mr. Josef Kratochvil**, president of the Industrial Property Office of the Czech Republic
- **H. E. Mrs. Huo Yuzhen**, Ambassador of China to the Czech Republic
- **Mr. Nguyen Thanh Hong**, Head of the Enforcement and Appeal Division, National Office of Intellectual Property of Vietnam

**Session I: Enforcement of intellectual property rights in Europe**

**9:30 European Commission activities in the area of intellectual property**

- **Mr. Alvydas Stancikas** - Internal Market and Services DG, Head of Unit D3, *Enforcement of intellectual property rights, EU measures on IP protection, anti-counterfeit policies of the EU, the activities of EU in the area of industrial competitiveness, creativity and innovation*

**10:00 Enforcement activities of the Industrial Property Office of the Czech Republic**

- **Ms. Petra Furstova**, Legal Section, Industrial Property Office of the Czech Republic  
*Legal background of enforcement of intellectual property rights in the Czech Republic and activities of the Industrial Property Office of the Czech Republic in this area.*

**10:30 – 10:45 coffee break**

**10:45 The French anti-counterfeit policy: recent developments**

- **Mr. Jean Baptiste Barbier**, National Office of Intellectual Property and French national anti-counterfeit committee (CNAC)  
*Cooperation between public and private partners : The French National Anti-Counterfeit Committee (CNAC)*  
*Facilitating collaboration between professionals : a Charter to fight counterfeiting on the Internet*  
*Raising public awareness : “Counterfeiting, the real exhibition about fake”*

**11:15 – 11:45 Discussion**

**Session II: Enforcement of intellectual property rights in Asia**

**11:45 Intellectual property rights enforcement in Vietnam**

- **Mr. Nguyen Thanh Hong**, Head of the Enforcement and Appeal Division, National Office of Intellectual Property of Vietnam  
*Overview of the Intellectual Property Enforcement in Vietnam*

**12:00 Intellectual property rights enforcement in the Republic of Korea**

- **Mr. Soon Ho Shin** Deputy Director of the Korean Intellectual Property Office  
*KIPO's IPR Protection Strategies*

**12:30 – 13:00 Discussion**

**13:00 – 14:15 Working Lunch** (in the premises of the Industrial Property Office)

**Session III: International cooperation in intellectual property rights enforcement**

**14:15 Intellectual property rights enforcement in Japan**

- **Mr. Hiroshi Kawamata**, Senior Director for Intellectual Property, JETRO  
Duesseldorf Center  
*Japan's Experiences and Priorities to Combat Counterfeiting and Piracy*

**14:30 Cooperation between public sector and enterprises**

- **Ms. Michaela Janakova**, Deputy Executive Director, International Chamber of  
Commerce  
*BASCAP (Business Action to stop Counterfeiting and Piracy) and Activities in the  
Czech Project Originál.*

**15:00 Discussion**

**15:30 Closure**