



ITU Event on “Combating Counterfeit and Substandard ICT Devices”

Provisional

PROGRAMME

ITU Headquarters, Geneva, Switzerland
17-18 November 2014

Substandard and fake ICT products are a serious issue that impacts developed and developing economies, the ICT industry, as well as the consumer population around the world. The costs and negative effects of substandard and fake ICT products on all stakeholders are broad and numerous—ranging from lost taxes to decreased sales, to reduced incentive to innovate and invest.

The objectives of this ITU event are therefore threefold: (1) to discuss the global scope and impact of counterfeiting and substandard ICT products, (2) to highlight the various stakeholders’ common concerns, challenges, best practices and opportunities, and (3) to examine the possible role of ITU as part of the global strategy and solution to curtail counterfeiting and substandard ICT products and to assist its members in addressing their concerns regarding such products.

DAY 1: Monday, 17 November

08:30-12:00

and

13:00-14:00

Registration

14:00-14:45

Opening

- **Welcome address** from **Mr Brahima SANOU**, Director, Telecommunication Development Bureau, ITU
- **Opening address** from the Chair of the Event, **Dr Eugene JUWAH**, Executive Vice Chairman/CEO, National Communications Commission (NCC), Nigeria
- **Keynote speech** from **Dr. Robert E. KAHN**, President and CEO, Corporation for National Research Initiatives (CNRI)



Monday, 17

Session 1 Policy debate: Governments' Perspectives on Combating Counterfeit and Substandard ICT Products

14:45-16:30

During this session, governments from around the world will weigh in on their main concerns, challenges and experiences, as well as on their best practices, in combating counterfeit and substandard ICT products. Governments are invited to expand on their perspectives from the legislative, regulatory, customs, law enforcement or judiciary angles.

Moderator: Mr Lucio COCCIANTELLI, Head of Section, Department of the Environment, Transport, Energy and Communications, BAKOM, Switzerland

Speakers:

- **Mr Dmytro PROTSENKO**, Director, Deputy Radio Service Directorate, Ukrainian State Centre of Radio Frequencies, Ukraine
- **Mr Isaac BOATENG**, Manager, Regulatory Administration, National Communications Authority (NCA), Ghana
- **Mr Ahmad AL SHAMSI**, Manager Type Approval, Telecommunications Regulatory Authority (TRA), United Arab Emirates
- **Mr João ZANON**, Regulatory Specialist, Regulatory and Planning Superintendence, Agência Nacional de Telecomunicações (ANATEL), Brazil
- **Mr David ROGERS**, Mobile Technology, Cyber Security & Standards, Department for Business, Innovation & Skills (BIS), United Kingdom

16:30-17:00 Coffee Break

SESSION 2 Intergovernmental Initiatives Against Counterfeit and Substandard ICT

17:00-19:00

This session will present key international legal frameworks and intergovernmental programmes/initiatives that have been established to protect and enforce intellectual property rights (IPRs) or to combat counterfeit and substandard ICT products. These initiatives will highlight their main challenges and notable experiences in the fight against counterfeit and substandard ICT products. Potential key areas for future cooperation, coordination and improvement will also be identified.

Moderator: Ms Marie-Elisabeth D'ORNANO, Chairwoman, International Electrotechnical Commission Quality Assessment System for Electronic Components (IECQ)

Speakers:

- **Ms Louise VAN GREUNEN**, Director, Building Respect for IP Division, World Intellectual Property Organization (WIPO)
- **Mr Jean BERGEVIN**, Head of Fight Against Counterfeiting and Piracy Unit, Intellectual Property Directorate, European Commission (EC)



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- **Mr Roger KAMPF**, Counsellor, IP Division, World Trade Organization (WTO)
- **Mr Piotr STRYSZOWSKI**, Economist, Directorate for Science Technology and Industry, Organisation for Economic Co-operation and Development (OECD)
- **Ms Samantha GOMPEL**, Communications Manager, IPR and Health & Safety Programme, World Customs Organization (WCO)

19:15-21:00

Cocktail reception hosted by ITU

DAY 2: Tuesday, 18 November

SESSION 3.1

Technology Debate, Part 1: ICT industry perspectives and anti-counterfeit/substandard technologies and systems

09:00-10:45

This session 3.1, as well as session 3.2 below, will explore various types of technologies and other technical measures used by governments and rights' holders in combating counterfeit and substandard ICT products. In particular, ICT industry players will highlight their respective concerns, main challenges, best practices and notable experiences in their fight against counterfeit and substandard ICT products.

Moderator: Mr Felipe BATISTA, Secretary, ARCTEL-CPLP

Speakers:

- **Mr Thomas BARMUELLER**, Director, EMEA, Mobile Manufacturers Forum (MMF)
- **Mr James MORAN**, Security Director, GSMA
- **Mr Kah-Kin HO**, Head of Strategic Security Corporate Technology Group, Cisco Systems, Inc.
- **Mr Peter FIFKA**, Senior Programme Manager, EMEA Investigations, Microsoft Digital Crimes Unit
- **Mr George WIESSING**, Global Training Manager, Hewlett-Packard Global Anti-Counterfeit Program, Netherlands

10:45-11:15

Coffee Break

SESSION 3.2

Technology Debate, Part 2: ICT industry perspectives and anti-counterfeit/substandard technologies and systems

11:15-13:00

Moderator: Mr Glenn JONES, Steering Committee Member, Business Action to Stop Counterfeiting and Piracy (BASCAP), International Chamber of Commerce (ICC) and Hewlett-Packard Global Anti-Counterfeit Program



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Speakers:

- **Mr Zhou JIAN**, Director, Informatization Research and Promotion Center, Ministry of Industry & Information Technology of China (MIIT China)
- **Mr Martin BERNHARDT**, Vice President, Relations with International Institutions, Sanofi, International Federation of Pharmaceutical Manufacturers & Associations (IFPMA)
- **Mr Yves JOBIN**, Business Development Manager, Governments and Institutional Services, SGS S.A. (f/k/a Société Générale de Surveillance) and **Mr Olivier POULAIN**, Program Manager, CME Mobile Device Management, Hewlett-Packard (HP)
- **Mr Isaac BOATENG**, Vice Chair, SG11 and Rapporteur, Q8/11 (NCA, Ghana) and **Mr Keith MAINWARING**, Editor, TR-Counterfeiting (UNIS, Ukraine)

13:00-14:30

Lunch

SESSION 4

Interactive Dialogues on the Way Forward

ITU: Development Opportunities and International Standards as part of the Global Strategy against Counterfeit and Substandard ICT Products

14:30-16:30

This session will feature a series of interactive, collaborative dialogues among all participants concerning the roles and activities that ITU could take as part of the global strategy to fight counterfeit and substandard ICT products. Within such context, this session aims to identify specific actions to be taken by ITU in order to develop technical tools, facilitate the gathering and exchange of knowledge, information and practices, raise awareness, and increase coordination and collaboration among the various stakeholders.

(Note: This session will take place in the ITU Montbrillant building, 2nd Floor, opposite the "ICT Discovery")

Moderator: Mr Tomas LAMANAUSKAS, Head, Corporate Strategy Division, ITU

Rapporteurs of Interactive Dialogues:

- **Mr João ZANON**, Regulatory Specialist, Regulatory and Planning Superintendence, Agência Nacional de Telecomunicações (ANATEL), Brazil
- **Mr Keith MAINWARING**, Editor, TR-Counterfeiting (UNIS, Ukraine)

Methodology of Interactive Dialogue Series: This session will be divided into 2 conversation rounds (each guided by a question) during which participants actively exchange ideas and gain a better understanding of each other's perspectives, as follows:

- For each conversation round, participants actively discuss the



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relevant question in small groups of four to five persons, and change groups for the next round; allowing for a cross-pollination of views and ideas.

- At the end of each round, all views and ideas issuing from the conversation are collected and shared with all participants.

Additionally, two brief town-hall sessions will be held in order to identify the overall trends, collective insights, common solutions or follow-up actions generated by the group at large.

16:30-17:00

Closing

- Closing remarks from the Chair of the Event, **Dr Eugene JUWAH**, Executive Vice Chairman/CEO, National Communications Commission (NCC), Nigeria
- **Closing remarks** from **Mr Malcolm JOHNSON**, Director, Telecommunication Standardization Bureau, ITU