



*Stocktaking seminar*  
***Policy and Stakeholder Perspectives to  
Prevent Counterfeiting and Illicit Trade***  
*Brussels, 16 June 2015*  
***CEPS - Place du Congrès, 1***

In this seminar, organised by CEPS in cooperation with MSL Group, international authorities and organisations will share the results of their latest analysis about the consequences of counterfeiting and illicit trade for the European economy.

Illicit trade and counterfeiting involves money, goods or value gained from illegal activities that generate a wide range of economic, social, environmental or political harms. Governments and society lose hundreds of billions in tax, revenues, income and jobs.

Representatives of the European institutions will share their perspectives and policy approaches to tackle the problem of cross-border illicit trade, also with reference to non-EU countries. Finally, the seminar will serve as a forum for industries across different sectors to exchange best practices in tracking, tracing and authenticating traded goods.

The seminar will take place on **Tuesday, 16 June, from 9h00 - 13h30, followed by a lunch buffet, at CEPS, Place du Congrès 1, 1000 Brussels.**

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## Agenda

- 9.00 Registration
- 9.30 Welcome by CEPS

### 09.35 **The Policy Perspective:**

*The impact of counterfeiting and illicit trade on EU economies*

**Patrice Pellegrino**, Brussels Liaison Officer, Office for the Harmonisation in the Internal Market (OHIM)

**Helge Kleinwege**, Legal officer, Intellectual Property and Fight against Counterfeiting, DG GROW, European Commission

### 09.50 *Policy priorities and enforcement challenges*

**Stefano Betti**, Senior Counsel Office of Legal Affairs, Interpol

**Piotr Stryszowski**, Project Manager Directorate for Public Governance and Territorial Development, OECD

### 10.25 Discussion

### 11.00 Coffee Break

### 11.30 **The Stakeholder Perspective:**

*Stakeholder cooperation in designing and using innovative technological solutions in tracking, tracing and authentication*

**Craig Stobie**, Head of Global Life Sciences Team, Domino

**Alexandra Iliopoulou** Policy and Legal Adviser, BASCAP-ICC

**Eric Lequenne**, Global Competence Centre Serialization, Worldline - an Atos company

### 12.05 *How to empower European industry and citizens to actively support preventive measures against counterfeited products?*

**Maarten van Baelen**, Market Access Director, European Generic and Biosimilar Association

**Karl Christian Roediger**, Solution expert Track & Trace Supply chain, SAP AG

**Benoit Goyens**, Project manager IPM Private Sector, World Custom Organisation

### 12.40 Discussion

### 13.30 Buffet lunch and networking