



**AGENZIA  
DELLE  
DOGANE**



**WCO-IPR Strategic Group**

Version: 28 September 2004

## **PROGRAMME**

### **WCO- IPR WORKSHOP ON COUNTERFEITING AND BORDER MEASURES**

*A practical training programme for front-line Customs officers and managers enforcing Intellectual Property Rights Protection*



**October 19-20, 2004**  
Agenzia delle Dogane  
Via Mario Carucci 71  
Roma - Italy



**Day 2**      **20 October 2004**

0900            George Agius – Malta Customs “Sharing experiences on anticounterfeiting enforcement”

0930            Giorgio Pugliese, Gioia Tauro Customs

1000            Business panels  
**Specific issues in certain industry sectors**  
**Tobacco industry**

Time	Room 1	Room 2
1000 – 1040	Imperial Tobacco	Philip Morris

1040            Results and open discussion – Tobacco Industry

1055            Coffee Break

1110            Business panels  
**Routing, Distribution, Licensing, Merchandising,**

Time	Room 1	Room 2
1110 - 1150	Harley Davidson	Warner Bros

1150            Results and open discussion – Merchandising

1205            Riccardo Castiglioni, IP Lawyer, Managing Partner– Studio Legale Castiglioni, Bonelli, Marchetti, Le Divelec: “An outline of legislation and application of customs regulations against counterfeiting – criminal aspects”

1225            Giovanni Casucci, Senior Counsel IP Department – Clifford Chance: “An outline of legislation and application of customs regulations against counterfeiting –civil aspects”

1245            Lunch

1400            **Exchange of information between Customs and business: what information can business provide; what are the documents used with shipments of original products ...**

Time	Room 1	Room 2
1400 – 1600	Nokia	Swiss Watch Federation
	Timberland	BIC
	Oakley	Reebok

1600            Results and open discussion last Business Panels

1615            Conclusions