



Ministry of Culture, Sports
and Tourism



PERBADANAN HARTA INTELEK MALAYSIA
INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA



INTERREGIONAL MEETING

WIPO/IPR/KUL/19/INF/1
ORIGINAL: ENGLISH
DATE: JULY 8, 2019

INTERREGIONAL MEETING ON VOLUNTARY MEASURES TO IMPLEMENT THE “FOLLOW THE MONEY” APPROACH AGAINST COPYRIGHT PIRACY

organized by

the World Intellectual Property Organization (WIPO)

and

the Ministry of Culture, Sports and Tourism (MCST) of the Republic of Korea

and

the Intellectual Property Corporation of Malaysia (MyIPO)

Kuala Lumpur, Malaysia, June 26 and 27, 2019

PROGRAM

prepared by the International Bureau of WIPO

Wednesday, June 26, 2019

8.45 – 9.15 Registration

9.15 – 9.30 **Opening Ceremony**

Welcome addresses by:

Ms. Louise van Greunen, Director, Building Respect for Intellectual Property (IP) Division, World Intellectual Property Organization (WIPO), Geneva, Switzerland

Ms. Ji-In Lee, Policy Specialist, Cultural Trade and Cooperation Division, Ministry of Culture, Sports and Tourism (MCST), Seoul, Republic of Korea

Dato' Mohd Roslan bin Mahayudin, Director General, Intellectual Property Corporation of Malaysia (MyIPO), Kuala Lumpur

9.30 – 9.45 **Topic 1 A Balanced Approach to IP Enforcement**

Speaker: Ms. Louise van Greunen, Director, Building Respect for IP Division, WIPO

9.45 – 10.25 **Topic 2 Measures to Reduce Piracy in Malaysia**

Speakers: Mr. Mohamed Aznanshah Bin Khalid, Head, Copyright Unit, Intellectual Property Section, Enforcement Division, Ministry of Domestic Trade and Consumer Affairs (MDTCA), Putrajaya, India

Mr. Zulkarnain Mohd Yasin, Chief Compliance Officer, Malaysian Communications and Multimedia Commission (MCMC), Kuala Lumpur

10.25 – 11.00 **Topic 3 Anti-Piracy Activities of the Korean Copyright Protection Agency (KCOPA)**

Speaker: Mr. Taejin Lee, Director, Overseas Cooperation Team, Online Protection Bureau, Korea Copyright Protection Agency (KCOPA), Seoul, Republic of Korea

11.00 – 11.15 Coffee Break

11.15 – 12.00 **Topic 4 Online Advertising and Copyright Piracy**

Speaker: Mr. Peter Szyszko, Chief Executive Officer, White Bullet Solutions Ltd, London, United Kingdom

12.00 – 12.30 **Topic 5 Legal Aspects of Intermediary Responsibility**

Speaker: Prof. Frederick Mostert, King's College, London

12.30 – 14.00 Lunch

14.00 – 15.20 **Topic 6** **Applying the “Follow-the-Money” Approach to Copyright-Infringing Web Sites**

Moderator: WIPO

Speakers:

Mr. Peter Ratcliffe, Detective Superintendent, National Fraud Lead, City of London Police, London

Ms. Elizabeth Jones, Senior IP Enforcement Policy Advisor, Copyright and Enforcement Directorate, Intellectual Property Office, Newport, United Kingdom

Mr. Guy Fong, Group Head (Intellectual Property Investigation (Operations)), Customs and Excise Department, Hong Kong, China

Mr. Peter Szyszko, White Bullet Solutions Ltd., Surrey, United Kingdom

15.20 – 15.30 Tea Break

15.30 – 16.10 **Topic 7** **Digital Tools and Measures for Enforcing Copyright on the Internet**

Speaker: Prof. Frederick Mostert

16.10 – 17.00 **Topic 8** **Industry Perspectives on “Follow-the-Money”**

Speakers: Mr. Neil Gane, General Manager AVIA Coalition Against Piracy, Asia Video Industry Association, Hong Kong, China

Mr. Andrew Harris, Head of Public Policy, South East Asia, Amazon.com, Inc., Singapore

Mr. Diego Dabrio Álvarez, Head, Global Content Protection, *La Liga Nacional de Fútbol Profesional*, Madrid

Thursday, June 27, 2018

9.15 – 10.30 **Topic 9** **The Role of Search Engines in Fostering Respect for IP**

Speakers: Ms. Elizabeth Jones, UK IPO

Mr. Caleb Donaldson, Senior Copyright Counsel, Google, San Francisco, United States of America

10.30 – 10.45 **Topic 10** **WIPO Building Respect for IP (BRIP) Database Project**

Speaker: Mr. Thomas Dillon, Legal Counsellor, Building Respect for IP Division, WIPO

10.45 – 11.00 Coffee Break

11.00 – 11.45 **Topic 11 The Role of Payment Processors**

Speakers: Mr. Derek Pak, Vice-President, Franchise AP, Customer Engagement and Performance, MasterCard, Singapore

Mr. Andrew Harris, Amazon.com Inc., Singapore

11.45 – 12.30 **Topic 12 The Role of Domain Registrars**

Speakers: Mr. Thomas Dillon, WIPO

Ms. Yeo Yee Ling, Manager, Legal and Governance, MyNIC Berhad, Malaysia

12.30 Closing

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