



Ministry of Culture, Sports
and Tourism



PERBADANAN HARTA INTELEK MALAYSIA
INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA



INTERREGIONAL MEETING

WIPO/IPR/KUL/19/INF/1 PROV. 2
ORIGINAL: ENGLISH
DATE: JUNE 20, 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

PROVISIONAL 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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