



الهيئة السعودية للملكية الفكرية  
Saudi Authority for Intellectual Property



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## NATIONAL WORKSHOP

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**WIPO/IPR/Ryd/24/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: DECEMBER 9, 2024**

# **WIPO - SAIP IMPACT Capacity Building Project: National Workshop on the Enforcement of Intellectual Property for Market Inspectors**

organized by:

The World Intellectual Property Organization (WIPO)

in cooperation with:

The Saudi Authority for Intellectual Property (SAIP)

**Riyadh, Saudi Arabia, December 8 and 9, 2024**

PROGRAM

*prepared by the International Bureau of WIPO*

Sunday, December 8, 2024

9.00 – 9.30		<b>Registration</b>
9.30 – 9.50		<b>Welcome remarks</b>  Mr. Yasser Al-debassi, Executive Director of IP Respect, SAIP, Riyadh  Mr. Samer Al Tarawneh, Legal Counsellor, Building Respect for Intellectual Property (BRIP) Division, Global Challenges and Partnerships (GCP) Sector, WIPO, Geneva
9.50 – 10.20	<b>Topic 1</b>	<b>Trademark Counterfeiting and Copyright Piracy: The Critical Role of IP Enforcement</b>  Speaker: Mr. Ilkyu Park, Legal Counsellor, BRIP Division, GCP Sector, WIPO, Geneva
10.20 – 10.50	<b>Topic 2</b>	<b>IP Enforcement Framework and Experiences in Saudi Arabia</b>  Speaker: Ms. Sema Abusuliman, Preliminary Investigation Officer, SAIP, Riyadh
10.50 – 11.30	<b>Topic 3</b>	<b>Investigating IP Crimes</b>  Speaker: Mr. Waseem Iqbal, Assistant Attaché, Department of Homeland Security, Homeland Security Investigations (HSI), U.S. Consulate General, Dhahran
11.30 – 11.40		<b>Q&amp;A</b>
11.40 – 12.10		<b>Group Photo &amp; Coffee Break</b>
12.10 – 12.50	<b>Topic 4</b>	<b>Challenges and Techniques in Investigating IP Crimes – Trademark Counterfeiting and Copyright Piracy</b>  Speaker: Mr. Matthew Knowles, Intelligence and Strategic Initiatives Manager, Anti-Counterfeiting Group, High Wycombe
12.50 – 13.40	<b>Topic 5</b>	<b>Market Surveillance and Strategy</b>  Speaker: Mr. Waseem Iqbal
13.40 – 14.00		<b>Q&amp;A</b>
14.00 – 15.00		<b>Practical Training (1)</b>  Presenter: Mr. Samer Al Tarawneh
15.00 – 15.20		<b>Conclusions</b>

Monday, December 9, 2024

9.30 – 10.10	<b>Topic 6</b>	<b>Distinguishing Features of Original Versus Counterfeit Products</b>	Speaker: Mr. Waseem Iqbal
10.10 – 10.50	<b>Topic 7</b>	<b>Emerging Trends and Opportunities in Online IP Crime Investigation</b>	Speaker: Mr. Matthew Knowles
10.50 – 12.00	<b>Topic 8</b>	<b>The Role of the Right Holders in the Fight Against Counterfeiting and Piracy – Practical Cases</b>	Speakers: Mr. Daifallah Al-Zahrani, Brand Protection Manager KSA, Unilever, Jeddah Mr. Ahmad Barasneh, Legal Consultant, KAD & Partner Barasneh, Amman Mr. Matthew Knowles
12.00 – 12.10		<b>Q&amp;A</b>	
12.10 – 12.40		<b>Coffee Break</b>	
12.40 – 13.10	<b>Topic 9</b>	<b>IP Case Management Techniques</b>	Speaker: Mr. Ilkyu Park
13.10 – 13.40	<b>Topic 10</b>	<b>Prosecuting IP Crimes</b>	Speaker: Sheikh Abdullah bin Abdulaziz Al-Qusayr, Chief of Intellectual Property Prosecution Eastern Province, Damman
13.40 – 13.50		<b>Q&amp;A</b>	
13.50 – 14.50		<b>Practical Training (2)</b>	Presenter: Mr. Samer Al Tarawneh
14.50 – 15.50		<b>Applied Knowledge Evaluation</b>	
15.50 – 16.00		<b>Conclusions – Closing</b>	

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