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SUB-REGIONAL WORKSHOP ON IP ENFORCEMENT

WIPO/IPR/MEX/26/1
ORIGINAL: ENGLISH
DATE: OCTOBER 27, 2026

Sub-Regional Workshop on Intellectual Property (IP) Enforcement for Law Enforcement Officials

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
Mexican Institute of Industrial Property (IMPI)

Mexico City, Mexico, November 11 and 12, 2026

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, November 11, 2026

9.00 – 9.30
Registration

9.30 – 9.50 **Opening**

Welcome remarks by:

Mr. Todd Reves, Director, Building Respect for Intellectual Property (BRIP) Division, Copyright, Creative Economy and IP Governance Sector, WIPO, Geneva, Switzerland

Mr. Vidal Llerenas, Director General, Mexican Institute of Industrial Property (IMPI), Mexico City, Mexico

9.50 – 10.20 **Topic 1** **The Importance of IP Enforcement**

Speaker: Ms. Eunsung Na, Fellow, Building Respect for Intellectual Property (BRIP) Division, Copyright, Creative Economy and IP Governance Sector, WIPO, Geneva, Switzerland

10.20 – 11.20 **Topic 2** **National Experiences – IP Enforcement Framework and Challenges**

Moderator: Ms. Claudia C. Rojas, Senior Legal Specialist for Intellectual Property, U.S. Embassy, Mexico City, Mexico

Speakers: National representatives from:
Costa Rica
Guatemala
Mexico
Paraguay
Peru
Uruguay

11.20 – 11.40 **Coffee Break**

11.40 – 12.40 **Topic 3** **Roundtable on Current and Evolving Trends in IP Crime**

Moderator: Mr. Todd Reves

Speakers: Ms. Samantha Andrade, Special Prosecutor for Investigation of Crimes against Copyright and Industrial Property, Mexico City, Mexico

Mr. William Hardy, Operation Team Player Program Manager, Homeland Security Investigations (HSI), United States of America

			Ms. Adrienne Rose, Assistant Deputy Chief U.S. Department of Justice - Criminal Division, Computer Crime & Intellectual Property Section (CCIPS), Washington, DC, United States of America
12.40 – 14.10	**Lunch**		
14.10 – 15.30	**Topic 4**	**Investigating IP Crime**	
14.10 – 15.00		*Evidence Gathering and Investigative Techniques*	
		Speaker:	Mr. William Hardy
15.00 – 15.30		*Links Between IP Crime and Other Crimes*	
		Speaker:	Local Speaker (IMPI to identify)
15.30 – 15.50	**Coffee Break**		
15.50 – 17.10	**Topic 5**	**Prosecuting IP Crime**	
15.50 – 16.40		Speaker 1:	Ms. Adrienne Rose
16.40 – 17.10		Speaker 2:	Ms. Samantha Andrade
17.10 – 17.30		**Q&A and Discussion**	

Thursday, November 12, 2026

9.00 – 10.00	**Topic 6**	**Enforcement of IP Rights in the Digital Environment**	
9.00 – 9.30		*Investigation and Prosecution of IP Crimes in the Digital Environment*	
		Speaker:	Ms. Adrienne Rose
9.30 – 10.00		*Digital IP Enforcement Strategy: Tackling Online Infringement and Piracy*	
		Speaker:	Ms. Irene Levy, President, Mexican Telecommunications Observatory (Observatel), Mexico City, Mexico (TBC)
10.00 – 10.20	**Coffee Break**		
10.20 – 11.50	**Topic 7**	**Counterfeiting and Piracy in the Sports Sector**	
10.20 – 10.50		Speaker 1:	New Era (TBC)

10.50 – 11.20		Speaker 2:	Mr. Phil Welcome, Director, Anti-Piracy and Security, HBO Latin America, Mexico City, Mexico
11.20 – 11.50		Speaker 3:	Mr. William Hardy
11.50 – 12.20	**Topic 8**	**Awareness-Raising and Public-Private Cooperation**	
		Speaker:	Ms. Eunsung Na
12.20 – 13.45	**Lunch**		
13.45 – 14.00	**Topic 9**	**WIPO Projects and Strategic Initiatives**	
		Speaker:	Mr. Todd Reves
14.00 – 15.00	**Topic 10**	**Roundtable on Best Practices in Inter-agency Cooperation and Coordination for Criminal IP Enforcement at the National and International Levels**	
		Moderator:	Ms. Claudia C. Rojas
		Speakers:	Mr. William Hardy
			Ms. Adrienne Rose
			Ms. María Eugenia Maldonado, Director, Customs Investigation “4” at the National Customs Agency of Mexico (ANAM) (TBC)
			Mr. Daniel Romero, Divisional Director, Intellectual Property Protection, Mexican Institute of Industrial Property (IMPI), Mexico City, Mexico
15.00 – 16.30	**Coffee Break & Product Identification Exhibition and Training**		
16.30 – 16.45	**Closing**		
	Closing remarks by:		
	Mr. Todd Reves		
	Mr. Vidal Llerenas		

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