

## **WIPO General Assembly**

### **Sixtieth (33<sup>rd</sup> Extraordinary) Session Geneva, July 7 to 15, 2026**

#### **REPORT ON THE ADVISORY COMMITTEE ON ENFORCEMENT (ACE)**

*Prepared by the Secretariat*

1. During the period under consideration, the Advisory Committee on Enforcement (ACE) held its eighteenth session from June 2 to 4, 2026, at the World Intellectual Property Organization (WIPO) headquarters in Geneva. The session was attended by 251 participants, representing 85 Member States, 27 Observers and the European Union. The session was chaired by Mr. Tim Werner (Switzerland), with Ms. Christine Pangilinan-Canlapan (Philippines) and Mr. Diego Pérez Bernal (Paraguay) serving as Vice-Chairs. The Committee elected Mr. Fausto Vienrich Enríquez (Peru) as Chair and Ms. Katerina Dlabolova (the Czech Republic) and Mr. Robi Mbugua Njoroge King'a (Kenya) as the Vice-Chairs for the nineteenth session of the ACE.
2. The eighteenth session of the ACE addressed the following work program:
  - Exchange of information on national experiences on awareness-building activities and strategic campaigns as a means for building respect for intellectual property (IP) among the general public, especially the youth, in accordance with Member States' educational or any other priorities;
  - Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner;
  - Exchange of information on national experiences in respect of WIPO's legislative assistance, with a focus on drafting national laws of enforcement that take into account the flexibilities, the level of development, the difference in legal tradition and the possible

abuse of enforcement procedures, bearing in mind the broader societal interest and in accordance with Member States' priorities; and

- Exchange of success stories on capacity-building and support from WIPO for training activities at national and regional levels for Agencies and national officials, in line with relevant Development Agenda Recommendations and the ACE mandate.

3. The work program consisted of 33 presentations, one panel discussion and five Secretariat presentations (see documents WIPO/ACE/18/4 to WIPO/ACE/18/41).

4. Under work program item A, "Exchange of information on national experiences on awareness-building activities and strategic campaigns as a means for building respect for IP among the general public, especially the youth, in accordance with Member States' educational or any other priorities", 11 Member States shared their experiences under the topic "Raising IP Awareness through IP Office-led Initiatives". "Strengthening the IP Ecosystem through Raising Public and Professional Awareness and Other Initiatives" by Ms. Ani Harutyunyan, Chief Specialist of the Copyright and Related Rights Department, IP Office of the Republic of Armenia; "Informing Young People: An Online Awareness Campaign for Teenage Consumers on the Dangers and Impact of Counterfeit Products" by Ms. Stéphanie Leguay, Coordinator of the French National Anti-Counterfeiting Committee, National Industrial Property Institute of France; "Raising Awareness on Intellectual Property in Georgia Through Educational and Information Activities" by Ms. Darejani Mtchedlidze, Head of the Trademarks, Geographical Indications and Design Department, National Intellectual Property Center of Georgia; "Illegal Content Consumption Survey and Copyright Awareness in the Republic of Korea" by Ms. Emily Seonwoo Park, Policy Specialist, Copyright Policy Bureau, Ministry of Culture, Sports and Tourism, Republic of Korea; "Engaging the Next Generation: Raising IP Awareness Among Young People" by Ms. Ilze Grava, Director of the Development and International Cooperation Department, Patent Office of the Republic of Latvia; "Raising Awareness Through Passion: Support Football, Discourage Piracy" by Mr. Diego Pérez Bernal, Director General of Enforcement, National Directorate of IP, Paraguay; "INDECOPI EDUCA: Program to Strengthen Regular Basic Education on Consumer Rights and Intellectual Property in Peru" by Mr. Fausto Vienrich Enríquez, Director of Copyright at the National Institute for the Defense of Free Competition and the Protection of IP, Peru; "Overview of the Communications and Campaigns Devised for Younger Audiences by the United Kingdom Intellectual Property Office" by Mr. Mike Bastin, Head of Campaigns, United Kingdom Intellectual Property Office; "Anti-counterfeiting Awareness-raising Advertising Campaigns in Spain" by Ms. Sara Boy Carmona, Head of Service, Spanish Patent and Trademark Office; "Youth Outreach Through Advanced Teacher Training Organizations" by Mr. Roger Hildebrandt, Head of the Promotion of the Use of IP Unit, German Patent and Trademark Office; and "Drawing Innovation from the Heritage of the Qin and Han Dynasties, and Protecting Intellectual Property through the Rule of Law for the Benefit of the World: the Practices and Commitments of Shaanxi Province, China" by Ms. Liping Shen, Director General, Intellectual Property Office of Shaanxi Province, China. The contributions are contained in documents WIPO/ACE/18/4 to WIPO/ACE/18/11, WIPO/ACE/18/22, WIPO/ACE/18/24 and WIPO/ACE/18/28. In addition, a study commissioned by the Secretariat entitled "Piracy Uncovered: Understanding Consumer Perception and Consumption of Pirated Content in Malaysia and Viet Nam" by Ipsos, United Kingdom (WIPO/ACE/18/41) was presented.

5. Under work program item B, "Exchange of information on national experiences relating to institutional arrangements concerning IP enforcement policies and regimes, including mechanisms to resolve IP disputes in a balanced, holistic and effective manner", presentations were grouped into five topics:

- (i) Institutional Frameworks, Administrative and Criminal Enforcement Models. Four Member States and one Observer shared their experiences: "Role and Functions of the

Guardia di Finanza in Efforts to Combat Counterfeiting” by Mr. Antonio De Cristofaro, Lieutenant Colonel, Head of 1st Section of Anti-Counterfeiting and Safety Products Group of Special Unit Goods and Services, Italy; “Law Enforcement Practices in China Against Infringement and Counterfeiting” by Mr. Qi Wang, Director, Fifth Inspection Division, Bureau of Law Enforcement and Inspection, State Administration for Market Regulation, China; “China’s Mechanisms for Promoting the Use of Legitimate Software and its Achievements” by Mr. Hui Zhang, Division of Enforcement and Supervision, Copyright Department, National Copyright Administration, China; “Efforts and Challenges in Enforcing Design Rights Against Infringement” by Ms. Konno Chikako, Director, Overseas Business Support Office, International Cooperation Division, Japan Patent Office, Japan; “Effectiveness of the Patent and Design Enforcement Administrative System: the Peruvian Experience” by Mr. Diego F. Ortega-Sanabria, Technical Secretary of the Directorate of Inventions and New Technologies, National Institute for the Defense of Free Competition and the Protection of IP, Peru; and “Guidelines for Criminal Investigations into Industrial Property Rights Infringements: An Italian Example” by Mr. Marco Musumeci, Program Management Officer, United Nations Interregional Crime and Justice Research Institute (UNICRI), Switzerland. Details of the above are contained in documents WIPO/ACE/18/17, WIPO/ACE/18/14, WIPO/ACE/18/15, WIPO/ACE/18/19, WIPO/ACE/18/20 and WIPO/ACE/18/31.

(ii) Consumer Behavior, Market Intelligence and Evidence-Based Enforcement. Three Member States and one Observer shared their experiences: “Report on Criminal Enforcement of IP Rights in Chile (2024)” by Ms. Eileen Frodden Kelly, Head of the Public Policy and Legislative Affairs Department, National Industrial Property Institute, Chile; “Dynamic Blocking Injunctions in Belgium” by Ms. Evi Werkers, Legal Officer at the Service for Combating Online Piracy and Illegal Online Gambling, Federal Public Service Economy, Belgium; “Seeing the Unseen: Triangulating Firm-level Data, Consumer Behavior and Lived Perceptions to Map Counterfeiting in Kenya” by Dr. Robi M. Njoroge King’ a, Executive Director and Chief Executive Officer, Anti-Counterfeit Authority, Kenya; and “The Diverse World of Evidence Submission for Patent Litigation” by Mr. Thomas Moga Esq., Member, International Society for the Development of Intellectual Property (ADALPI), Switzerland. Details of the above are contained in documents WIPO/ACE/18/29, WIPO/ACE/18/23, WIPO/ACE/18/27 and WIPO/ACE/18/13.

(iii) Digital Piracy, Online Enforcement and Intermediary Responsibility. Two Member States, three Observers and the European Union shared their experiences: “Efforts by Japan to Combat Cross-border Copyright Infringement and the Need for International Cooperation” by Ms. Yuka Igarashi, Unit Chief, Japan Copyright Office, Agency for Cultural Affairs, Japan; “Combating Digital Piracy: Strategic Enforcement through Domain Name System/IP Blocking and Open-Source Intelligence Tools” by Mr. Andrius Katinas, Head of Supervision Division, Radio and Television Commission, Lithuania; “Dangers of the Digital Devalue Chain of Counterfeits” by Ms. Jennifer Hanks, Senior Director of Brand Protection, American Apparel & Footwear Association, United States of America; “Involvement of Intermediary Services in Site Blocking: How Lawmakers, Courts, and Institutions are Shaping the Role of Intermediaries in Addressing Online Copyright Piracy” by Mr. Okke Delfos Visser, Senior Vice-President, Associate General Counsel, International, Motion Picture Association, Belgium; “The Nexus between Malware and Piracy – Enforcement Tools and Opportunities for Government to Take Action” by Ms. Elena Blobel, Director of Global Litigation, International Federation of the Phonographic Industry, United Kingdom; and “The Digital Services Act: New Instruments in the European Union for Combating Online IP Infringements” by Mr. Harrie Temmink, Deputy Director, European Observatory on Infringements of Intellectual Property Rights, European Union Intellectual Property Office, Spain. Details of the above are contained in

documents WIPO/ACE/18/18, WIPO/ACE/18/25, WIPO/ACE/18/12, WIPO/ACE/18/26, WIPO/ACE/18/34 and WIPO/ACE/18/36.

(iv) Technology, AI and Enforcement Tools. One Member State and one Observer shared their experiences: “Trends in Anti-counterfeiting Technologies in The Republic of Korea” by Mr. Jun-Young Lim, Deputy Director, Intellectual Property Dispute Resolution Bureau, Ministry of Intellectual Property (MOIP), Republic of Korea; and “Driving IP Enforcement Through New Technologies and Artificial Intelligence” by Ms. Liselotte Honig, Tech Lead, REACT, Kingdom of the Netherlands. Details of the above are contained in documents WIPO/ACE/18/32 and WIPO/ACE/18/30.

(v) Alternative Enforcement Mechanisms and International Cooperation. Four presentations were given: “Soft Law Mechanisms as a Means to Enhance IP Enforcement Policies: Sharing Practices from the European Union” by Ms. Virginie Fossoul, Team Leader, European Commission, Belgium; “The UNODC Passenger and Cargo Control Programme’s Work on Intellectual Property *Rights*” by Mr. Kajetan Pradetto, Programme Officer, Passenger and Cargo Control Program, Border Management Branch, Division for Operations, United Nations Office on Drugs and Crime (UNODC), Türkiye; “Challenges and Strategic Priorities in IP Enforcement for 2026” by Mr. Gytis Brazauskas, Global Account Manager Tech and Automotive, REACT, Kingdom of the Netherlands; and “The Organisation for Economic Co-operation and Development Free Trade Zone Certification: A Voluntary Tool to Strengthen Respect for Intellectual Property, Attract Innovation and Combat Infringement” by Mr. Piotr Stryszowski, Senior Economist, Organisation for Economic Co-operation and Development (OECD), France. Details of the above are contained in documents WIPO/ACE/18/16, WIPO/ACE/18/21, WIPO/ACE/18/33 and WIPO/ACE/18/37.

6. Additionally, a pre-recorded video presentation was shown, to present key findings from the study commissioned by the Secretariat on “Artificial Intelligence Tools for Dealing with Copyright Piracy: Technological, Legal and Policy Dimensions”, by Mr. Scott Martin, Aspen IP Consulting (former Deputy General Counsel and Executive Vice-President for IP at Paramount Pictures), United States of America (WIPO/ACE/18/35).

7. In addition to those contributions, the Secretariat made a presentation entitled “Update on the WIPO ALERT PAY” (WIPO/ACE/18/40).

8. In line with the proposal contained in document WIPO/ACE/17/19/REV 2, a panel discussion on the impact of IP infringement in the biotechnology sector was held, moderated by Ambassador Pimchanok Vonkorpon Pitfield, Permanent Representative of Thailand to the World Trade Organization and WIPO in Geneva, with the participation of representatives from Brazil, Peru, the United States of America and the International Federation of Pharmaceutical Manufacturers and Associations.

9. There were no contributions or interventions under work program item C, “Exchange of information on national experiences in respect of WIPO’s legislative assistance, with a focus on drafting national laws of enforcement that take into account the flexibilities, the level of development, the difference in legal tradition and the possible abuse of enforcement procedures, bearing in mind the broader societal interest and in accordance with Member States’ priorities”.

10. Under work program item D, “Exchange of success stories on capacity-building and support from WIPO for training activities at national and regional levels for agencies and national officials in line with relevant Development Agenda Recommendations and the ACE mandate”, presentations were made by the Secretariat on the following topics: “Distance

Learning Course on IP Enforcement” (document WIPO/ACE/18/38) and “IMPACT Capacity-Building Project: Progress Report” (document WIPO/ACE/18/39).

11. Under agenda item 6, the Secretariat reported on its activities in the field of building respect for IP, summarizing projects and initiatives undertaken from January 2025 to April 2026 (see document WIPO/ACE/18/2/Rev.). These activities were guided by the 2024/25 and 2026/27 Programs of Work and Budget; Development Agenda Recommendations 1, 3, 6, 10 to 14, 17, 40 and 45; Strategic Pillar 2 (Bring people together and partner with stakeholders to shape the future of the global IP ecosystem); and Strategic Pillar 4 (Support governments, enterprises, communities and individuals to use intellectual property as a tool for growth and sustainable development) of the WIPO Medium-Term Strategic Plan 2022–2026 and its Expected Result 2.3 (International dialogue and cooperation on building respect for IP), Expected Result 4.2 (Development of balanced and effective IP, innovation and creative ecosystems in Member States) and Expected Result 4.3 (increased IP knowledge and skills among all Member States).

12. The Committee took note of the presentations by the Secretariat on the recent activities of WIPO in the field of building respect for IP.

13. Regarding future work, the Committee agreed to continue its consideration of the current work program (see paragraph 2) at its nineteenth session.

*14. The WIPO General Assembly is invited to take note of the Report on the Advisory Committee on Enforcement (ACE) (document WO/GA/60/9).*

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