International Conference
Georgia Against Counterfeiting and Piracy

Batumi, Georgia
July 25-26, 2022
Location: Hilton Batumi

Organized by:

[Logos of CLDP and SAKPATENT]
AGENDA

Monday – July 25, 2022

09:00h – 09:30h  Registration & Coffee
Location: Batumi Hilton Hotel Conference Room

09:30h – 10:00h  Opening Remarks

Manana Pruidze, Acting Chairperson, National Intellectual Property Centre of Georgia “Sakpatenti”

Nnamdi Ezera, Senior Counsel, U.S. Department of Commerce, Commercial Law Development Program (CLDP)

Vaja Panozishvili, Deputy Head, Investigation Service, Ministry of Finance of Georgia

Vladimer Khundadze, Deputy Director General, Georgia Revenue Service (GRS)

J. Todd Reves, Director, Building Respect for IP Division, World Intellectual Property Organization (WIPO)

10:00h – 10:15h  Keynote Address

Dr. Kunio Mikuriya, Secretary General, World Customs Organization (WCO)

Global Trends and Challenges

J. Todd Reves, Director, Building Respect for IP Division, WIPO

10:35h – 10:55h  Global Enforcement of Counterfeiting and Piracy – WCO
Yusuké Inoue, Technical Attaché IPR Programme, World Customs Organization (WCO)

10:55h – 11:15h  European Approaches to Counterfeit Enforcement
Evi Theofanous, IP Crime Coordinated Coalition AP Copy, IP Crimes Team, Europol

11:15h – 11:30h  Coffee Break

11:30h – 11:50h  Global Trends in Illicit Transnational Flows
David A. Foley, Jr., Attorney Advisor, Office of Policy and International Affairs, U.S. Patent and Trademark Office

11:50h – 12:10h  Counterfeiting Issues with Non-Fungible Tokens & Blockchain
12:10h – 13:30h  
**Panel: International Trends in Combatting Counterfeiting and Piracy**  
*Moderator:* Nnandi Ezera, Senior Counsel, CLDP  
*Panelists:* J. Todd Reves, Yusuké Inoue, Evi Theofanous, David A. Foley, Nathan Brooks

13:30h – 14:30h  
Networking Lunch

---

**Combatting Counterfeiting to Protect Health and Safety**

14:30h – 14:50h  
**Health and Safety Risks from Counterfeiting and Piracy**  
Ronald Brohm, Managing Director, REACT

14:50h – 15:10h  
**The Impact of Counterfeiting in the Pharmaceutical Industry**  
Maia Khetsuriani, Servier Representative in Georgia – Association of Pharmaceutical Companies Representatives in Georgia

15:10h – 15:30h  
**Counterfeiting Impacts in the Automobile Industry**  
Alper Demirci, Value Chain Pricing, Brand Protection Operations Manager, Toyota Motor Europe

15:30h – 16:00h  
Coffee Break

16:00h – 16:20h  
**Counterfeiting in Mobile Industry**  
Harriet Smith, Senior Investigator Apple IP Enforcement -VICO

16:20h – 16:40h  
**Counterfeit Medicines in the International Pharmaceutical Market**  
Jillian Brady, Alliance for Safe Online Pharmacies Global Foundation

16:40h – 18:00h  
**Panel: Combatting Counterfeiting to protect health and Safety**  
*Moderator:* Ronald Brohm, Managing Director, REACT  
*Panelists:* Maia Khetsuriani, Alper Demirci, Jillian Brady, Harriet Smith

18:00h  
End of Program Day 1

---

20:00h  
**Reception Hosted by SAKPATENTI**  
Co-Sponsored by: MGT Law Firm, Shalvino

Venue: Sky Bar “Nephele”  
20th Floor Hilton Batumi
Tuesday – July 26, 2022

9:30 – 10:00 Networking & Coffee

**Effects of Counterfeiting on International Textile Brands & Solutions**

10:00h – 10:15h **Counterfeiting Examples and Combating Tools – Georgia Experience**  
Gano Melitauri, Founder and CEO “Kombinizona” Georgian Apparel and Fashion Association

10:15h – 10:30h **Brand Protection Mechanisms and Counterfeiting Example**  
Mr. Giorgi Zhorzholiani, Attorney at Law, CROSTY

10:30h – 10:45h **Puma Examples and Protection Mechanisms**  
Neil Narriman, General Counsel IP, Puma

10:45h – 11:00h **Hugo Boss Presentation**  
Girogi Taktakishvili, MGT Law

11:00h – 11:15h Coffee Break

11:15h – 11:30h **Lacoste Presentation**  
Arianna Iacomelli, IP Counsel, MF Brands

11:30h – 12:30h **Panel: Traceability and Economic Impact of Counterfeit goods on Textile Industry**  
*Moderator:* Manana Pruidze, Acting Chairperson, Sakpatenti  
*Panelists:* Gano Melitauri; Giorgi Zhorzholiani; Neil Narriman; Giorgi Taktakishvili

12:30h – 13:30h Networking Lunch

**Regional Challenges and Solutions**

13:30h – 14:00h **Georgia Country Report** Georgia Customs Department Annual Report  
Samson Uridia, Head of International Relations Department, Georgia Revenue Service (GRS)

14:00h – 15:15h **Regional Updates/Panel Discussion – Caucasus/Eastern Europe**  
*Moderator:* Manana Pruidze, Sakpatenti TBD  
*Panelists:* TBC (Georgia, Armenia, Azerbaijan, Moldova)

15:15h – 15:30h Coffee Break

15:30h – 16:45h **Regional Updates/Panel Discussion – Central Asia**  
*Moderator:* Kazimiera Sarzickas, REACT Regional Director, North East Europe  
*Panelists:* TBC (Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan)
16:45h – 17:15h  **Wrap Up Session**  
Nnamdi Ezera, CLDP, Manana Puidze, SAKPATENTI, Ronald Brohm, REACT

17:15h  **Closing Remarks**  
Nnamdi Ezera, CLDP, Manana Puidze, SAKPATENTI

17:30h  **End of Conference**