



2019
Conference
Agenda

October 2-3, 2019
Orlando, FL, USA
Waldorf Astoria Orlando



2019 Latin America Regional Summit

Agenda

Wednesday – October 2

7:00 – 9:00am

Breakfast, Exhibit Viewing and Registration – *Grand Ballroom Foyer*

9:00 – 10:00am

Welcome and Keynote Remarks – *Grand Ballroom*

- Bob Barchiesi, President, IACC
- Derek Benner, Acting Deputy Director, U.S. Immigration and Customs Enforcement (United States)
- General Juan Carlos Buitrago Arias, Director, Fiscal Police and Customs (Colombia)
- Diego Sarmoria, Police Commissioner, Federal Crimes Division, Federal Police (Argentina)
- Cynthia Whittenburg, Deputy Executive Assistant Commissioner, U.S. Customs and Border Protection (United States)
- Vishal Amin, White House IP Enforcement Coordinator (United States)

10:00 – 11:00am

Panel Session 1: “Hide and Seek” – Uncovering Counterfeit Trade Routes and Stopping the Flow of Fakes – *Grand Ballroom*

Counterfeiters employ constantly evolving tactics to escape detection and find new distribution channels for their illegal products. This panel will examine both existing and emerging routes for illicit trade, while highlighting the various methods used by counterfeiters to get their goods to market. Officials and brands from across the region, will discuss the challenges they face in identifying and interdicting illegal shipments.

Moderator: Joe Giblin, Economic Officer, Office of IP Enforcement, Department of State (United States)

Speakers:

- Julie Mejia, Brand Protection Manager for Latin America, Procter & Gamble (Panama)

- Cesar Schiaffino, Technical Expert UNODC- WCO Container Control Program, World Customs Organization (Panama)

11:00 – 11:30am

Networking Break & Exhibit Viewing – *Grand Ballroom Foyer*

11:30am – 12:30pm

Panel Session 2: Passing Through – Enforcement Against Fakes In-Transit and in Free Trade Zones – *Grand Ballroom*

Counterfeit goods typically pass through many jurisdictions on their way from manufacturers to end consumers. This panel will focus on effective enforcement strategies and collaboration across borders to remove counterfeit goods from the distribution chain before they reach their final destination. Speakers will discuss their approach to dealing with fake goods in-transit and in free trade zones that may be exploited to facilitate the production and distribution of fakes, offering lessons learned from successful cases.

Moderator: Virginia Cervieri, Senior Partner, Cervieri Monsuarez & Associates (Uruguay)

Speakers:

- Rodolfo Samuda Leiva, Assistant Customs Director, National Customs Authority (Panama)
- Gustavo Jorge Ferrari, Division of IP, Money Laundering and Drug Trafficking, National Customs Office (Uruguay)
- Alwyn Nicely, Deputy CEO, Border Protection, Jamaica Customs Agency (Jamaica)
- Emilio Daireaux, Brand Protection Manager, Under Armour (Argentina)

12:30 – 1:30pm

Panel Sessions 3: “Fakes to Die For...” – Counterfeits and Consumers’ Health and Safety (Part I): Footwear and Apparel, Luxury, Electronics – *Grand Ballroom*

Substandard materials, toxic dyes, faulty wiring, and other shoddy components abound in fakes. This session will explore how rights-holders and governments can work together to better educate consumers the health and safety risks inherent in counterfeit items such as footwear, apparel, and electronics. Speakers will also address what deterrent measures are effective in enforcing against fakes from these product sectors.

Moderator: Maria-Elena Lambrano, Counsel Brand Protection & Enforcement, Chanel (Panama)

Speakers:

- Rafael Brito Pena, Prosecutor General of the Court and Head of the Special Prosecutor for Crimes against Health (Dominican Republic)
- Lennis Collins, Associate General Counsel, Western Digital (United States)

1:30 – 2:45pm

Lunch – *Central Park*

3:00 – 3:50pm

Your Partners in the Public Sector (Part 1)
(Government Workshop Roundtables)

Attendees will have the opportunity to participate in facilitated, small group roundtable discussions with officials from various countries. Some countries may be grouped together depending on size, region, or other shared factors.

**Refreshments made available in between workshop sessions from 3:30pm to 4:30pm (no formal coffee break)*

4:00 – 4:50pm

Your Partners in the Public Sector (Part 2)
(Government Workshop Roundtables)

Attendees will have the opportunity to participate in facilitated, small group roundtable discussions with officials from various countries. Some countries may be grouped together depending on size, region, or other shared factors.

5:30 – 7:00pm

Welcome Reception – *Promenade* – Sponsored by De La Rue

Thursday – October 3

7:00 – 9:00am

Breakfast, Exhibit Viewing and Registration – *Grand Ballroom Foyer*

9:00 – 10:30am

Your Partners in the Private Sector – *Floridian South Foyer*
(Brand Training Trade Fair)

Participating brands will be able to train, as well as provide product identification and brand-specific training materials to government officials. This training is open to all summit attendees. Brands interested in participating in the Brand Trade Fair at the Summit must register. Please contact Dawn Sgarlata (dsgarlata@iacc.org) to obtain a registration form. Brands may designate a service provider to conduct training on their behalf.

10:30 – 10:45am

Networking Break & Exhibit Viewing – *Grand Ballroom Foyer*

10:45 – 11:45am

Keynote Remarks – *Grand Ballroom*

- Dawn Atlas, IACC Chairperson (United States)
- Brian Benczkowski, the Assistant Attorney General, Criminal Division, Department of Justice (DOJ) (United States)
- Martin S. Parra Saldana, General Director, National Police (Peru)
- Nathan Parks, Assistant Section Chief, Financial Crime Section, Federal Bureau of Investigation (FBI) (United States)

11:45am – 1:00pm

Panel Session 4: Counterfeits and Consumers' Health and Safety (Part II): F&B, Cosmetics, and Pharma – *Grand Ballroom*

Fake food, drugs and cosmetics pose serious, and sometimes fatal, health implications for consumers. Private industry and government speakers will discuss how consumers are educated about these dangerous items. Panelists will also discuss what government intervention and resources are needed to make an even more significant impact on this problem.

Moderator: Cynthia Merchant, Regional Security Manager, Latin America, Eli Lilly (United States)

Speakers:

- Andres Diaz, Security Manager – Latin America, Syngenta (Panama)
- DJ Smith, Director of Global Brand Protection, LifeScan (United States)
- Oliver Zopo, Regional Associate Director, Product Integrity – Americas, Merck Sharp & Dohmne MSD (United States)
- Jim Duggan, Chief Security Officer, Coty (United States)

1:00 – 2:00pm

Lunch – *Central Park*

2:00 – 3:15pm

**Panel Session 5: Large Volume Seizures: A thing of the past? –
*Grand Ballroom***

While seizures of fakes via small packages have increased across the globe with the rise of e-commerce, targeting large-scale imports of counterfeits via ocean cargo remains an important component of enforcement regimes. Speakers will discuss how public/private cooperation has led to successful seizures of massive quantities of fakes, and what lessons can be learned from them.

Moderator: Newton Veira, Americas Brand Protection Director, Nike (Brazil)

Speakers:

- Fabio Lepique, Executive Secretary, Sao Paulo Mayor House (Brazil)
- David Tapia Santisteban, Public Prosecutor Specialized in IP Crimes (Peru)
- Juan Pablo Concha, Principal, Baker & McKenzie (Colombia)
- Gabriela Benitez Yambay, Judicial Actuary, Criminal Court of Guarantees Specialized in Economic Crimes (Paraguay)

3:15 – 3:45pm

Summit Wrap Up and Closing – *Grand Ballroom*