

LATIN AMERICA

BRAND PROTECTION  
SUMMIT



2018

IACC 

INTERNATIONAL ANTI-COUNTERFEITING COALITION

*In partnership with*



INTERPOL

Conference  
Agenda

**October 17-19, 2018**  
Orlando, FL, USA  
Waldorf Astoria



# 2018 Latin America Regional Summit

## *Public-Private Cooperation in Enforcement against Counterfeiting and Piracy*

### *Agenda*

#### **Wednesday – October 17**

**7:00am – 9:00am**

**Breakfast and Registration**

**9:00am – 10:00am**

**Welcome and Keynote Remarks**

- Bob Barchiesi, President, IACC
- Brian Monks, Vice President and Chief Security Officer, Global Security & Brand Protection, UL
- Felix Avellan, Criminal Intelligence Officer, INTERPOL

Keynote Speakers:

- Vishal Amin, IP Enforcement Coordinator (United States)
- Derek Benner, acting Executive Associate Director for Homeland Security Investigations, U.S. Immigration and Customs Enforcement (ICE)

**10:00am – 11:00am**

**Panel 1: The Latin American Landscape: Country Overviews (Part 1)**

*Country experts will provide brief updates on the status of counterfeiting and piracy in select countries in Latin America.*

Moderator: Michael Walsh, Vice President – Administration and Training, IACC

Speakers:

- Virginia Cervieri, Senior Partner, Cervieri Monsuarez & Associates
- Gustavo Giay, Partner, Marval, O'Farrell & Mairal
- Jose Henrique Werner, Partner, Dannemann Siemsen
- Francisco Carey, Partner, Carey y Cía

**11:00am – 11:30am**

**Coffee Break**

**11:30am – 12:30pm**

**Panel 2: Police and Customs Officials Remain Critical Frontline Defenses against Fakes**

*This session will focus on new challenges and best practices in criminal and border enforcement.*

Moderator: Daniel Ackerman, Federal Prosecutor, U.S. Department of Justice (OPDAT)

Speakers:

- Newton Vieira, Brand Protection Director – Americas, Nike
- Mauricio Demetrio, Sherriff Police, Civil Police Anti-Piracy, Police of Rio de Janeiro (Brazil)
- Dixiela Madrigal, Prosecutor, Costa Rica Economic, Tax, Customs and IP offenses (Costa Rica)
- Fernando Wins, Manager of Control and Risk Management of the National Directorate of Customs (Uruguay)

**12:30pm – 1:45pm**

**Lunch**

**2:00pm – 3:00pm**

**Panel 3: A Matter of Life and Death: Health and Safety Implications of Illicit Trade**

*This session will focus on health and safety issues/concerns related to counterfeit goods.*

Moderator: Jason Daniels, Brand Protection Senior Manager, UL

Speakers:

- Felix Avellan, Criminal Intelligence Officer, INTERPOL
- Cynthia Merchant, Regional Security Manager – Latin America, Eli Lilly
- Dr Miguel Angel Puicon Yaipen, Provincial Criminal Prosecutor, Customs IP Crimes - Lima, Public Ministry (Peru) (invited)

**3:00pm - 4:30pm**

**Team-Work, Part I: Your Partners in the Public Sector (Government Trade Fair)**

*This session will feature government-hosted tables in a trade fair format. Conference attendees will be able to visit tables/booths hosted by enforcement officials from Latin American countries. Officials and attendees will have the opportunity to meet and*

*exchange information in this free-form, fluid networking program.*

**5:00pm – 7:30pm**

**Welcome Reception**

## **Thursday – October 18**

**7:00am – 9:00am**

**Breakfast and Registration**

**9:00am – 11:00am**

**Team-Work, Part II: Your Partners in the Private Sector**  
(Brand Training Trade Fair)

*Brands attending the Summit will have the opportunity to participate in a training program. The training will be held in a trade fair format where government and Summit attendees will visit tables/booths hosted by brand representatives. Participating brands can offer product identification education and materials.*

*Brands who want to provide training and reserve a table/booth in this session must register separately for the trade fair. There is no additional fee.*

**11:00am – 11:30am**

**Keynote Speaker: Brenda Smith, Executive Assistant  
Commissioner, Office of Trade, U.S. Customs and Border  
Protection**

**11:30am – 12:30pm**

**Panel 4: The Latin American Landscape: Country Overview (Part II)**

*Country experts will provide brief updates on the status of counterfeiting and piracy in select countries in Latin America.*

Moderator: Michael Walsh, Vice President – Administration and Training, IACC

Speakers:

- Roberto Arochi, Partner, Arochi & Lindner, S.C.
- Adriana Barrera, Managing Partner, BARLAW -Barrera & Asociados S. Civil de R.L.
- Juan Pablo Concha, Partner, Baker & McKenzie
- Edy Guadalupe Portal, Portal & Asociados

**12:30pm – 2:00pm**

**Lunch**

**2:00pm – 3:00pm**

**Panel 5: Growth of Online Counterfeiting Tests Government and Industry in New Ways**

*Speakers will discuss online counterfeiting trends in the region including major platforms and enforcement best practices.*

Moderator: Zach Toczynski, Director, Global Brand Enforcement, Levi Strauss

Speakers:

- Brett Nelson, Digital Product Manager, De La Rue Authentication Solutions
- Jacobo Cohen Imach, SVP General Counsel – Government Relations, Mercado Libre (invited)
- Alan Towersey, Brazil Customs (Brazil)

**3:00pm – 3:15pm**

**Keynote Speaker: Aaron Seres, Acting Section Chief of the Financial Crime Section, Federal Bureau of Investigation (FBI)**

**3:15pm – 4:15pm**

**Panel 6: Creative Collaboration: New Opportunities to Maximize Public-Private Cooperation**

*This session will explore challenges, such as FCPA considerations, in working together with law enforcement to investigate and prosecute IP crimes. Speakers will explore questions such as what sort of assistance brands are able to provide, and what kind of assistance can law enforcement legally request. Panelists will also provide tips on how to use non-IP legislation/regulations to crack down on IP violations.*

Moderator: Maria Cecilia Romoleroux, Secretary, ASIPI Anti-counterfeiting Committee

Speakers:

- Donna Babb-Agard, Director, Public Prosecution Service (Barbados)
- Irely Aquique Pineda, Division Director, Mexican Institute of Industrial Property (IMPI) (Mexico)
- Julie Mejia, Brand Protection Manager for Latin America, Procter & Gamble

**4:15pm**

**Day 2 Closing**

**4:15pm – 6:00pm**

**IACC Board of Directors Meeting**

## Friday – October 19

**8:00am – 9:00am**                      **Breakfast and Registration**

**9:00am**                                      **Day 3: Opening**

**9:15am – 10:15am**                      **Panel 7: The Latin American Landscape: Country Overview (Part III)**

*Country experts will provide brief updates on the status of counterfeiting and piracy in select countries in Latin America.*

Moderator: Michael Walsh, Vice President – Administration and Training, IACC

Speakers:

- Ricardo Enrique Antequera, Partner, Antequera, Parilli & Rodriguez
- Hugo Moran, Partner, Icaza Gonzalez, Ruiz & Aleman
- Jaime Angeles, Partner, AngelesPons
- Mikhail Jackson, Partner, Livingston Alexander And Levy
- Aaron Aguilar, Brand Protection Regional Manager, Underwriters Laboratories

**10:15am – 11:15am**                      **Panel 8: Transnational Trafficking of Fakes Exacerbate Enforcement Challenges**

*This session will focus on investigational and jurisdictional challenges in enforcing against counterfeiting and piracy. Panelists will discuss how to overcome these challenges, which will include issues arising from free trade zones and transshipment.*

Moderator: Travis Johnson, Vice President - Legislative Affairs, Senior Counsel, IACC

Speakers:

- Juan Cichero, Illicit Trade Prevention, Philip Morris International
- Cesar Schiaffino, Technical Expert Container Control Programme, UNODC, World Customs Organization (WCO)
- Heike Bohnsle, Brand Protection Director, Global IP, Crocs inc.

- Jose Maria Axpuc, Prosecutor, Public Ministry of Guatemala/Transnational Criminal Investigations (Guatemala)
- Alwyn Nicely, Jamaica Customs Agency (Jamaica)

**11:15am**

**Closing Remarks**