



Exchange of Good Practices To Fight the Sale of Counterfeits Online and Offline in South-East Asia

AGENDA

29-30 March 2023

14:30 - 17:30 Bangkok Time (UTC+7)

09:30 - 12:30 Alicante/Brussels/CEST (UTC+2)

Virtual Event

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29 March 2023

14:30 - 14:45

Opening Remarks

*TBC: Directorate General for Trade (DG TRADE),
European Commission*

14:45 - 15:15

**The EU Experience on the Implementation of the MoU
on the Sale of Counterfeit Goods on the Internet**

*Ms. Mafalda Alves Inverneiro Fortuna Do Couto, Legal and
Policy Officer, Directorate-General for Internal Market,
Industry, Entrepreneurship and SMEs (DG GROW),
European Commission*

15:15 - 15:45

**Brand Owner's Perspective on the EU MoU on the Sale of
Counterfeit Goods on the Internet**

(TBC)

15:45 - 16:15

**Results of the Report on the functioning of the EU MoU
on the Sale of Counterfeit Goods on the Internet**

*Mr. Nathan Wajzman, Economics and Statistics Service,
European Observatory on Infringements of Intellectual
Property Rights, EUIPO*

16:15 - 17:00

**The Philippine Memorandum of Understanding between
Right Owners and Online Ecommerce Platforms**

*TBC: Intellectual Property Office of the Philippines
(IPOP HL)*

17:00 - 17:30

Open Forum



30 March 2023

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- 14:30 - 15:00 **The EU Experience on the Implementation of the MoU Online Advertising and IPR**
Ms. Mafalda Alves Inverneiro Fortuna Do Couto, Legal and Policy Officer, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission
- 15:00 - 15:30 **Brand Owner's Perspective on the EU MoU Online Advertising and IPR**
(TBC)
- 15:30 - 16:00 **Results of the "Study on the Impact of the MoU on the Online Advertising Market - 2020 Ad Monitoring Exercise"**
Ms. Mafalda Alves Inverneiro Fortuna Do Couto, Legal and Policy Officer, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission
- 16:00 - 16:45 **The Thailand Memorandum of Understanding on Online Advertising and Intellectual Property Rights**
TBC: Department of Intellectual Property of Thailand (DIP)
- 16:45 - 17:30 **Open Forum**
- 17:30 **Closing Remarks**
Mr. Tiago Guerreiro, Project Leader, IP Key SEA

