



ARISE+

ASEAN Intellectual Property Rights

**PROMOTING
INTELLECTUAL
PROPERTY RIGHTS
IN THE ASEAN REGION**

**REGIONAL WORKSHOP ON
IPR ENFORCEMENT**

14:00-16:30 (GMT+7), 29 April 2021
(via Zoom platform)

AGENDA

Contact person

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AGENDA

- 14:00 – 14:05 **Administrative Announcements**
Dung Le, Activity Coordinator, *ARISE+ IPR*
- 14:05 – 14:15 **Welcome Remarks**
Chairperson, ASEAN Network of IPR Enforcement Experts (ANIEE)
Carolina Pitarch, Deputy Project Leader, *ARISE+ IPR*
- 14:15 – 15:00 **Topic 1: Risk of counterfeit products during COVID-19 pandemic**
Nathan Wajsman, Chief Economist, *European Observatory on Infringements of Intellectual Property Rights*
- Impact of counterfeit products in general, i.e. health, economic
 - Counterfeiting during the COVID-19 pandemic, i.e. types of counterfeit products, distribution channel (online, offline), main routes, etc.
 - Campaigns, operations, regulations of EU in fighting against counterfeit products during COVID-19 pandemic
- 15:00 – 15:30 **Topic 2: Enforcement Awareness Campaign in the European Union**
Representative from *European Observatory on Infringements of Intellectual Property Rights*
- Awareness raising campaigns in the EU: approach, success and best practice sharing
 - Case study: Blockathon, HandsOff my design
- 15:30 – 16:25 **Q&A Session**
Moderator: Dung Le, Activity Coordinator, *ARISE+ IPR*
- 16:25 – 16:30 **Closing Remark**
Carolina Pitarch, Deputy Project Leader, *ARISE+ IPR*