

## CONFERENCE

*“Key Challenges for Intellectual Property Rights  
for the economic performance and employment in the European Union:  
Assessment and Perspectives”*

**On April 10, 2014**

From 9:00 am to 1:00 pm

**At the European Parliament,**  
Altiero Spinelli A3G-3 – Brussels  
Subway stop: Trône

**A**s we approach the European elections, **Confrontations Europe** and **CSPH International** jointly organise a conference with the support of MEP **Mary Honeyball** from the S&D group.

The aim of this conference will be to:

- **Assess where Europe stands now** at the end of this European legislature on all intellectual property matters and,
- **Propose future public policy ideas** for ensuring that intellectual property right intensive industries will benefit from the most favourable environment to generate the expected growth and jobs in Europe in the near future.

It will therefore be an opportunity to review what was achieved and to determine the key options to be addressed by the future European institutions.

## PROGRAMME

### 9:00 OPENING REMARKS

**Mary Honeyball** MEP, S&D

### 9:05 INTRODUCTION

*Keynote speakers:*

**Nathan Wajzman**, Chief economist EU observatory Office for Harmonization in the Internal Market

*Presentation of the OHIM report on the contribution of Intellectual property rights intensive industries to economic performance and employment in the European Union*

### 9:30 SESSION 1 - IP IN EUROPE: MAIN ACHIEVEMENTS AND KEY CHALLENGES

*This session aims to engage a dialogue between European policy makers, business, trade unions and consumers' representatives, to assess where Europe stands regarding Intellectual Property Rights and which directions to be taken to remain competitive, foster innovation and generate sustainable growth and jobs.*

*9:30 Keynote speaker:*

**Olivier Guersent**, Chief of Staff of Commissioner Barnier

*9:45 Panel discussion:*

**Kerstin Jorna**, Director Intellectual Property, Directorate General Internal Market and Services

**Marco Pierani**, Altroconsumo, Institutional relations director, Italian consumer association

**Werner Ruess**, Michelin, EU Affairs manager

**Laurent Zibell**, Policy adviser at IndustriAll European Trade Union

*Moderation: Carole Ulmer, Confrontations Europe*

### 10:30 SESSION 2 – KEY DRIVERS & CHALLENGES FOR ADAPTING COPYRIGHT TO DIGITAL ERA

*Few weeks after the closing of the European Commission's public consultation on the review of the EU copyright rules and ahead of the expected release of European Commission white paper and impact*

*assessment on copyright, this session will provide a timely opportunity for European policy makers, business, trade unions and creators' representatives to exchange on high-level principles that should govern any consideration on evolutions to be undertaken, to identify the key levers for ensuring a bright future for the cultural and creative sector in Europe as well as for the digital economy.*

*10:30 Keynote speaker:*

**Olivier Bomsel**, Professor of Economics at MINES ParisTech and Director of the ParisTech Chair of Media and Brand Economics

*On the economy of media*

*10:50 Panel discussion:*

**Maria Martin Prat**, Head of Unit MARKT D1 (Copyright), Directorate General Internal Market and Services

**Mary Honeyball MEP**

**Jochen Greve**, German screenwriter for film and TV. Before being a writer he worked as an assistant director, editor and producer of various academic works, films and TV movies.

**Carolina Lorenzon**, Director, International Affairs, Mediaset

**Johannes Studinger**, Head of UNI-MEI representing 140 unions and guilds in the media and entertainment industries in over 70 countries including 25 EU Member States

Moderation: **Philippe Hardouin**

### **11:40 SESSION 3 – VOLUNTARY AGREEMENTS: A WAY TO INVOLVE INTERMEDIARIES?**

*In May 2011, a substantial number of Internet platforms, brand owners and trade associations signed a Memorandum of Understanding to establish a code of practice in the fight against the sale of counterfeit goods over the Internet and to enhance collaboration between its signatories. The MoU covered leading e-commerce platforms as well as major brands in the field of fast moving consumer goods, consumer electronics, fashion, luxury goods, sports goods, film, software, games and toys, all operating at both a global and regional level.*

*There is a wide range of intermediaries which are potentially instrumental for achieving the objectives of the MoU and who would bring added-value to it, such as, for example, social media, advertising brokers, payment processors and other supply chain intermediaries. This session will open the debate on how involve this wide range of intermediaries with a particular focus on on-line advertising.*

*Presentations:*

**11:45 Jeffrey Hardy**, BASCAP Coordinator, International Chamber of Commerce

*Presentation of the main conclusions of the BASCAP report on The Role and Responsibilities of Intermediaries: Fighting Counterfeiting and Piracy in the Supply Chain*

**11:55 Jean-Philippe Mochon**, Chief of the Service in charge of legal and international affairs, French Ministry of Culture and Communication

*Presentation of the main conclusions of Imbert-Quaretta's report to the Minister of Culture, France*

*12:05: Panel discussion:*

**Helen Mosback**, Legal and Policy Affairs Officer, Unit of MARKT D3 (Fight against Counterfeiting and Piracy), Directorate General Internal Market and Services)

**Florian Drücke**, Managing director of Bundesverband musikindustrie e.V., Germany

**Richard Foan**, Chair of JICWEBS (Joint Industry for Web Standards in the UK and Ireland) and Group Executive Director of Communication & Innovation at ABC

**Marco Pancini**, Senior Policy Counsel, Google

**Marc Sundermann**, Director Government Relations, Brussels Liaison Office, Bertelsmann

*Moderation: Philippe Hardouin*

## **12:50 CONCLUSION**

**Philippe Hardouin**

## **13:00 CLOSING REMARKS**

**Malcolm Harbour MEP**

***With the kind support of:***



**BERTELSMANN**

***With the participation of:***

