



OBSERVATORY PLENARY MEETING

28 - 29 September 2022

EUROPEAN OBSERVATORY ON INFRINGEMENTS
OF INTELLECTUAL PROPERTY RIGHTS

www.euiipo.europa.eu

Wednesday 28 September 2022

09:00 Connection Zoom (online participants)

08:30 Bus from hotel

09:00 Arrival at EUIPO

■ **09:15 – 09:45 WELCOME AND OPENING REMARKS**

- Christian Archambeau, Executive Director, EUIPO
- Thierry Breton, Commissioner Internal Market, European Commission (video)
- Světlana Kopecká, Director of the International and Legal Affairs Department, Industrial Property Office Czech Republic, Presidency of the Council of the European Union
- MEPs
 - Ibán García del Blanco, Group of the Progressive Alliance of Socialists and Democrats (video)
 - Axel Voss, Group of the European People's Party (Christian Democrats) (video)

■ **09:45 – 10:30 10 YEARS OF THE OBSERVATORY – OVERVIEW OF THE ACTIVITIES CARRIED OUT SINCE ITS TRANSFER TO THE EUIPO**

Paul Maier, Director of the Observatory, will present the main achievements of the Observatory in the 10 years since its transfer to the EUIPO, with a specific focus on the activities carried out during the past year. Stakeholders will be invited to take part in the presentation.

■ **10:30 – 11:00 UPDATE FROM EUROPEAN COMMISSION**

A representatives of the European Commission will inform about current and future policy initiatives and how they relate to the Observatory work.

■ **11:00 – 11:30 COFFEE BREAK**

■ **11:30 – 12:00 OBSERVATORY QUO VADIS**

The celebration of the 10 years of the Observatory within the EUIPO is an opportunity to take stock of the many achievements over the past decade. The Plenary is the main forum for reflecting on the Observatory's future and stakeholders will be invited to provide their initial views on where they think the Observatory should be headed in the next ten years, reflecting on future initiatives and priorities.

This point will serve as a basis for the panels that will take place during the meeting.

■ **12:00 – 13:00 PANEL 1: TECHNOLOGY**

What technologies will be leading in 5-10 years from now? How can new technologies help IP and in particular its enforcement? Panelists will provide some answers to these questions. They will lead us through new technologies and their effects on IP matters as well as the challenges and threats related to them.

■ **13:00 – 14:30 LUNCH**

■ **14:30 – 15:00 ECONOMIC GROWTH AND WELL-BEING**

The importance of IP to the national (international) economy, to enterprises and to the livelihood of citizens. A discussion of the findings of our various IP Contribution studies (industry- and firm-level), including also in 3rd countries.

■ **15:00 – 16:00 PANEL 2: EDUCATING AND RAISING AWARENESS: TWO SIDES OF THE SAME COIN?**

The panel will explore how education about the value of IP and dangers of its infringement could lead the way to creative entrepreneurship and build awareness for informed consumers.

What are education challenges but also new trends in this context? How to support the young generation and equip them to deal with future challenges?

■ **16:00 CLOSING REMARKS**

- Jorma Hanski, Director, Patents and Trademarks at the Finnish Patent and Registration Office, Chairperson of the EUIPO Management Board.

■ **16:10 BUS TO HOTEL**

■ **18:30 BUS TO RESTAURANT**

■ **19:00 SOCIAL ACTIVITY**

■ **20:00 SOCIAL DINNER AT “FINCA SANTA LUZIA”**

■ **22:00 BUS TO HOTEL (STOPOVER AT PLAZA DEL MAR)**

Thursday 29 September 2022

09:00 Connection Zoom (online participants)

08:30 Bus from hotel

09:00 Arrival at EUIPO

■ **09:15 – 09:25 INTRODUCTION OF SECOND DAY**

- Ladislav Hamran, President of Eurojust (video)
- Ernesto Bianchi, Director Directorate B - Revenue and International Operations, Investigations & Strategy, Acting Deputy Director-General, OLAF, European Commission

■ **09:25 – 10:25 WORK PROGRAMME 2023**

EUIPO will present the main elements of the draft Observatory Work Programme 2023. The floor will be opened for all participants to give their input and suggestions following the written request for feedback in July.

■ **10:25 – 10:55 PROTECTING THE EUROPEAN CITIZEN**

This point will highlight the importance of the fight against IP Crime and its link to health and safety aspects as well as environment. In such an environment, there is a clear need to have a consolidated and well-coordinated approach to protect the citizens such as the EMPACT framework.

■ **10:55 – 11:15 WHY IP IS IMPORTANT TO ME**

Live testimonials from speakers

■ **11:15 – 11:45 COFFEE BREAK**

■ **11:45 – 12:45 PANEL 3: IP FOR THE WORLD**

Panellists will discuss the challenges to support IP enforcement in an international context and provide insight on what can be done to improve governance on IPR protection globally.

■ **12:45 – 13:15 CATCHING THE MASTER CRIMINAL**

Effectiveness in addressing IP crime is essential. One of the keys to this is the move from detentions of goods and standing orders towards targeting the organisations behind the crime: investing in root investigations. This point focuses on practical experiences with dismantling criminal organisations.

■ **13:15 – 13:25 CLOSING REMARKS**

- Andrea Di Carlo, Deputy Executive Director, EUIPO
- Paul Maier, Director of the Observatory Department, EUIPO

■ **13:25 – 13:30 CLOSURE OF THE EVENT**

■ **13:30 – 14:30 LUNCH**

■ **15:00 – BUS TO HOTEL**

