

13th edition

INTERNATIONAL SEMINAR ANTI-COUNTERFEITING INTELLECTUAL PROPERTY

Impact of social networks, the contribution of Artificial intelligence the importance of recycling

ALGIERS June 12th & 13th 2024

HOTEL HOLIDAY INN CHERAGA - ALGIERS

Organized by :


CABINET MAP
CABINET JURIDIQUE



International Seminar IP & fight against contereiteing

Algiers 2024

Day 1

June 12th 2024 - 8.00 am - 12.30 pm

8.00 am - 8.45 am Welcoming the visitors

8.45 am - 9.00 am Opening speech

- General Director of MAP Law firm
- Director of the External Office of WIPO in Algeria

Mr. El hamid Mouhoubi
Mr. Ahmed Ethmane Mohamed Saleck

Moderator : Bernard Nihel

9.00 am - 10.00 am IP - Continental Harmonization

Panel Discussions 1 :

IP Regulations and International Agreements : Overview of tools and regulations in force in Europe and Algeria - Continental Harmonization of Intellectual Property Law.

- WIPO
- IP attaché Africa - European Union
- General Director of INAPI Algeria
- INPI attaché for North Africa

Mr. Ahmed Ethmane Mohamed Saleck
Mr. Gregor Schneider
Mr. Belmahdi Abdelhafid
Mr. François Kaiser

10.00 am - 10.15 am

Networking - Break

Group Photo

10.15 am - 10.30 am

Presentation

Mrs. Bernard Nihel - Maghreb IP Expert : Direct and indirect consequences on the economy and the environment, Observation and Solutions.

10.30 am - 11.30 pm Algeria : Major advances in the fight against counterfeiting and fraud

Panel Discussions 2 :

New « intellectual property specialized » courts. The new customs code: «Counterfeiting is an Absolute prohibition; Destruction of counterfeit products at the expense of the counterfeiter». Ministry of Trade “actions on the ground and new waybill”

- Address by the Minister of Trade Representative
- Address by the Cusoms Representative
- Address by the Representative of the Department of Justice
- Address by the Department of Health Representative

11.30 am - 11.45 am

Presentation

Mr. Christophe Pereira - La Poste Group : Head of Customs and Logistics Chain, European and International Relations management- “How Post office and Customs Cooperate to Combat Illicit Trafficking”.

11.45 pm-12.00 am

Presentation

Mr. Charles Shaban - INTA : AI and new technologies, progresses and regulatory blockages
Concrete Cases and what is worth thinking about at the international level.

12.00am-12.15 am

Presentation

Mr. Keisuke Seki - JPO's IP Attaché for Middle East & Africa, JETRO's IP Director : "PPP Initiatives to
Combat Counterfeit Goods in Japan".

12.15 pm – 12.30 am

Presentation

Mr. Samir Thaalbi - General Director ONDA - Presentation of the office and its prerogatives.

12.30 am - 13.30 am

Lunch

Day 1

12 Juin 2024 - 1.30 pm - 11.00 pm

1.30 pm – 1.45 pm

Presentation

Mr. Regis Messali - Deputy General Director for Communication and Development Unifab : Overview the
Role of National and International Associations - Studies and Publications, The importance of these relays.

1.45 pm – 2.00 pm

Presentation

Mrs. Rima El Achkar -I. P. Intellectual Property Manager MEA | Louis Vuitton Middle East «Case study:
Counterfeiting and cross-border cooperation. Importance of Public-Private Cooperation”.

2.00 pm – 3.00 pm

Panel Discussions 3 :

The importance of trademark and patent protection for entrepreneurs and startups. What impact do social
networks and AI have on creativity and innovation? Algeria Venture the Algerian accelerator will offer us to
discover and exchange with panelists who will share their knowledge and experiences.

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|---|----------------------|
| • Ministry of the Economy of Knowledge, Start-ups and Micro-
enterprises | Mrs. Nassima Rachedi |
| • Algeria Venture | Mr. Sid Ali Zerrouki |
| • Solutions iCM | Mr. Mouloud Khelif |
| • Optimal Gestion | Mr. Anis Allal |

3.00 pm – 3.15 pm

Networking – Break

3.15 pm – 3.30 pm

Presentation

Attorney Nabil Badaoui – MAP law Firm : Concrete cases handled in Algeria. Legislative arsenal, mechanisms and actions. Possible improvement points.

3.30 pm – 3.45 pm

Presentation

Mr. Xavier Vermandele – Senior Legal Counsel at the OMPI Intellectual Property Enforcement Division - WIPO : “The Role of OMPI in Combating Counterfeiting”.

4.00 pm – 5.30 pm

Right Holders present in Algeria

Panel Discussions 4

Right Holders present in Algeria: Analysis, Progresses and Prospects.

- Pharmaceutical group – The dramatic consequences on health, the smartness of counterfeiters.
- Mr. Denis Marange – Legrand Algeria : “The importance of standardization and certification for the protection of the internal market and export”.
- Mr. Didier Ellul – Renault : “Anti-counterfeiting is crucial for right holders, states, consumers and the economy”.

5.00 pm – 6.00 pm

Signing of Protocol Agreements

Graduation of participation in the training - Closing speech.

7.30 pm – 11.00 pm

Closing Dinner

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Day 2

June 13th 2024

9.00 am – 2.00 pm

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*Only on registration - places are limited