

Annual Greenlane Conference: Brands, Borders and Beyond 2019

THURSDAY 14 NOVEMBER 2019

- 09.00 Registration and coffee at conference venue, Hotel nhow Rotterdam
- 09.30 Chair's welcome and opening of the conference ***Brands, Borders and Beyond***
Jikke Biermasz, attorney/partner Customs, Trade & Logistics at Ploum, Rotterdam law firm and member of the board of Greenlane, the Netherlands

Part I:	Setting the scene: the impact of counterfeiting, product safety and customs compliance issues in international trade
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- 09.45 Introduction of the conference theme, overview and interconnection between IPR infringements, customs and product compliance issues in international trade
Yves Melin, attorney/partner Customs & Trade at Steptoe & Johnson, Brussels and member of the board of Greenlane, Belgium

- 10.15 Counterfeits and product safety
Europol representative

- 10.45 Coffee break

- 11.15 The scale, gravity and impact of counterfeiting and piracy
Ronald Brohm, managing director REACT, The Netherlands

Part II:	The effects of new legislation on import controls
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- 11.45 Import controls: future trends and threats in practice
Marijn van Tuijl, attorney/partner Customs, Trade & Logistics, at Ploum, Rotterdam law firm, The Netherlands

- 12.05 Dealing with illicit trade in Free Trade Zones

ICC Bascap representative

12.30 Networking lunch

Part III	Brands and Borders: Regulatory frameworks and enforcement measures in practice when dealing with counterfeit and grey goods at the border
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13.45 Overview of regulatory frameworks, preventive and enforcement measures and developments

Willem Leppink, partner Intellectual Property, at Ploum, Rotterdam Law Firm, The Netherlands

14.30 The role of the investigator in discovering trade in counterfeit and grey goods

Stephen Keith, director Probe IP, England

15.15 Combatting counterfeits and grey goods on electronic market places

Sabin Tigu, attorney Intellectual Property, at Ploum, Rotterdam Law Firm, The Netherlands

15.45 Tea break

16.15 The counterfeit battle from the Customs & Trade perspective

Dutch Customs Authority Representative

Part IV	Q&A session, Concluding Remarks
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16.40 Q&A, Discussion and Concluding Remarks

17.00 Drinks reception

The program is subject to change