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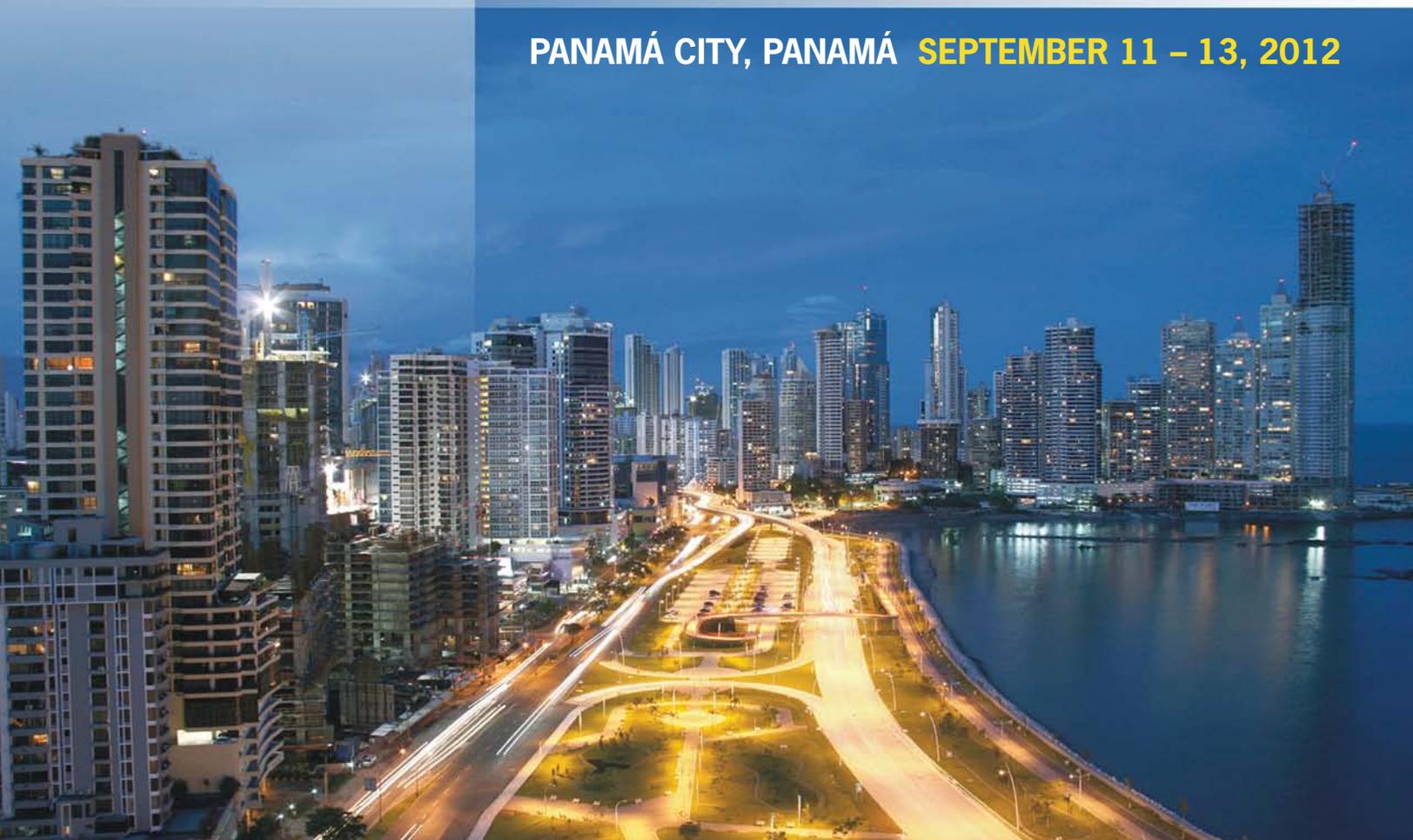


**2012
International
Law
Enforcement
IP Crime
Conference**



**PANAMA
2012**

PANAMÁ CITY, PANAMÁ SEPTEMBER 11 – 13, 2012



“East Meets West – Working with the Americas to Combat Counterfeiting”

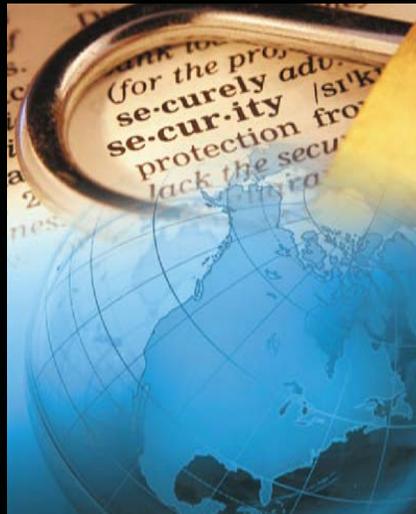


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Welcome from INTERPOL



Ronald K. Noble
Secretary General of INTERPOL

On behalf of INTERPOL, it is my pleasure to welcome you to Panama for the 2012 International Law Enforcement Intellectual Property Crime Conference. I would like to thank the Policía Nacional for co-hosting this important event, Underwriters Laboratories for their generous support and the sponsor organizations for their staunch commitment to tackling transnational organized intellectual property (IP) crime.

Fighting intellectual property crime stretches beyond law enforcement, and an effective campaign requires cross-sector cooperation at all levels. The need to work together at the national and regional levels was consistently highlighted at our previous conferences, held in Asia, Europe and North America. This necessity has not diminished; on the contrary, it is greater than ever before.

It is reflected in the conference theme: “East Meets West: Working with the Americas to Combat Counterfeiting.” The theme runs through the 16 workshops and linked interactive roundtables which are an essential part of the IP Crime Conference. They provide a unique opportunity to share experiences, discuss the issues and identify operational solutions.

Innovative and successful regional investigative practices identified at earlier conferences have been adopted and incorporated into the INTERPOL IP Crime Programme. As a result, it has enabled us to harness collective efforts to tackle transnational organized IP crime on a regional and increasingly global level.

The most relevant example for Central America is Operation Maya, deployed in 11 countries in March. Maya saw more than 1,000 interventions by police, customs, investigators and intellectual property crime experts at key locations such as land, sea and airport border control points in addition to markets, shops and street vendors. It resulted in 200 individuals arrested or placed under investigation and more than a million fake items valued at around USD 30 million seized.

Similar success was encountered in Europe in May with Operation Black Poseidon. It involved INTERPOL's National Central Bureaus in Belarus, Georgia, Moldova, Turkey and Ukraine working with national police and investigators. They carried out some 1,700 interventions in cooperation with prosecutors, customs and brand holders. Poseidon led to the seizure of illicit clothing, toys, foods, electronics, cigarettes and tobacco, agrochemicals and vehicle spare parts worth EUR 123 million.

Another important development has been the production of intermediate level training materials for the online International IP Crime Investigators College (IIPCIC). On successful completion of the 14 core introductory and intermediate level modules students receive an IIPCIC Certificate endorsed by INTERPOL certifying they have ‘successfully completed a course of professional studies on the investigation of transnational and organized intellectual property (IP) crime’. The course sets international standards and provides IP crime professionals with evidence of specialist awareness and learning on the subject of transnational organized IP crime. Delivered by INTERPOL in cooperation with UL University, IIPCIC is at the forefront of international efforts to make high quality, relevant IP crime training universally available.

This is substantial progress. Nevertheless, all of us will ultimately be measured by our ability to transform local and regional programmes into effective and meaningful global success stories which make a real difference. To do this police, customs, regulatory bodies and industry investigators must unite in common purpose and work together.

With so many IP crime specialists crime converging at the conference, I encourage all participants to take the opportunity to network with like-minded colleagues, learn what works and how proven operational techniques can be deployed successfully elsewhere. I wish you an enriching conference, and an enjoyable stay in this vibrant and hospitable city.



Welcome from the National Police of Panamá



Julio Moltó
Director General
National Police of Panamá

As Director General of the National Police of Panamá, I am pleased to welcome you to Panamá City. From 11 to 13 September, this city will be the setting of the International Law Enforcement IP Crime Conference, co-hosted by INTERPOL and the Policía Nacional de Panamá in partnership with Underwriters Laboratories. The theme of the conference is “East Meets West: Working with the Americas to Combat Counterfeiting”.

The National Police of Panamá is committed to guarantee the safety of all nationals and visitors, promoting the peace and wellbeing of the community. We do this by promoting engagement with all existing services in Panamá as well as keeping a close connection and coordination with regional and

international bodies to identify threats and routes used by organized crime groups for trafficking in illicit goods and in identifying the individuals and transnational crime networks behind this.

Being co-host to this unique conference will provide Panamá and the whole region with a platform that will enhance our security and allow our committed personnel to confront these crimes whilst understanding how to utilize all valuable resources.

We are aware that coordination between police and all involved partners is essential in successful national and international cooperation, and constitutes one of the most effective strategies to fight against these types of crimes.

Once again I extend the warmest welcome to everybody here. Bienvenidos a Panamá!

Conference Moderator



Roberto Manriquez
Criminal Intelligence Officer
INTERPOL

Roberto Manriquez is a Specialized Criminal Officer for INTERPOL Trafficking in Illicit Goods Sub Directorate and a former Chilean police officer graduated from the higher rank police academy and from the FBI National Academy. He also studied Criminal Intelligence in the USA, Brazil, the CSIS, Canadian Security & Intelligence Service and at the United Nations Peacekeeping Academy in Chile and Sweden.

From 2004 - 2007 he was appointed to INTERPOL's Regional Bureau in Buenos Aires. Since 2005 he has been coordinator for Jupiter Operation, in conjunction with the World Customs Organization, local police forces and private sector representatives in South America. Mr Manriquez is also responsible for the deployment of similar operations focused on counterfeiting, piracy and smuggling in East Africa, West Africa and Central and North America, as well as organizing integrated IP Crime training and operations sessions in those regions and Europe. In 2011 on behalf of the IPR Programme he was presented with the Global Anti-Counterfeiting Award.

Welcome from UL



Keith Williams

President and CEO
Underwriters Laboratories

Welcome to Panamá and the 6th International Law Enforcement IP Crime Conference.

Underwriters Laboratories (UL) is proud to sponsor and co-organizer of this global event. We are honored to be a part of this meeting and we thank this year's co-host INTERPOL and the Policía Nacional De Panamá. This Conference is unique in bringing together police, customs, prosecutors and rights holders to share and discuss common issues and challenges. I urge you to take advantage of the opportunity to benefit from the expansive expertise and knowledge present here this week.

The 2012 Conference theme is “East Meets West – Working with the Americas to Combat Counterfeiting.” This theme fits perfectly with the week's location. Panamá is vital in the fight against IP crime and is perfectly positioned to support regional and global anti-counterfeiting campaigns.

Transnational organized criminals respect neither national boundaries nor international law and they will exploit any opportunity to increase their illegal profits – even when doing so puts the health and safety of the consumer at risk. Trans-shipment through multiple countries is a common strategy for IP pirates and the Panamá Canal is a critical landing and trans-shipment point for the Americas. To mitigate the consequences of IP crime we must work together on a global basis and Panamá offers the perfect strategic location to stem the flow of these illegal products.

Education is an essential component of coordinated global action and this Conference serves as a catalyst to enhance law enforcement programs, to provide best practices for combatting IP crime and to strengthen global partnerships. In furtherance of our public safety mission – promoting safe living and working environments for people - UL vigorously supports this Conference and other activities working to combat IP crime. Two such important initiatives are the International IP Crime Investigators College (IIPCIC) and the Safety Smart® program.

In cooperation with INTERPOL, UL is proud to support the International IP Crime Investigators College (IIPCIC) - an on-line IP crime training facility. UL has been an active participant in this leading-edge training resource which benefits law enforcement, regulatory authorities and private sector IP crime investigators around the world. This important training initiative has grown steadily over the past few years and currently offers a wide variety of introductory and advanced level modules that lead to a certificate in professional studies. The College is being featured during the Conference and I encourage you to visit the display to learn more.

UL is currently working with Disney to develop and produce an anti-counterfeiting educational program with an initial focus on children and families. This program will raise awareness of the negative consequences of counterfeiting and piracy. This new initiative is part of the award-winning Safety Smart® program that was developed in partnership with the Walt Disney Company. The Program has been designed to engage, empower and educate children to make safety smart decisions and is currently available in 17 languages. Please take the time to visit their display to learn more about this exciting initiative.

I also heartily thank our sponsors. Their annual support makes the Conference possible. Please acknowledge their contributions and take time to meet them and to visit their displays in the Exhibit area.

Please take advantage of the Conference's unique features: an operationally driven agenda, workshops, round tables and networking lounge. I look forward to meeting and speaking with you over the next few days. Thank you for attending the Conference – your contributions and participation continue to make this the premier law enforcement event of the year.



Keynote Speaker



Allen Gina

Assistant Commissioner,
Office of International
Trade, U.S. Customs and
Border Protection,
Department of Homeland
Security

On March 15, 2001, Mr. Allen Gina was appointed Assistant Commissioner, Office of International Trade (OT), U.S. Customs and Border Protection, Department of Homeland Security (CBP, DHS). Prior to that, he served as Assistant Commissioner, Office of International Affairs (INA) – a position he assumed on November 9, 2008. From October 2007 to October 2008, Mr. Gina was the Deputy Assistant Commissioner for the Office of Intelligence and Operations Coordination (OIOC). From June 2004 to October 2007, Mr. Gina was the Executive Director overseeing the Container Security Initiative and Secure Freight Initiative offices. From February 2003 to May 2004, Mr. Gina was detailed to the Directorate of Border and Transportation Security to help setup the new Department of Homeland Security (DHS). While at DHS he served as Director of Agency Coordination. Mr. Gina is currently a career member of the Senior Executive Service.

Mr. Gina began his career in 1983 as a Customs Inspector of the U.S. Customs Service. Throughout his career, Mr. Gina has held numerous managerial positions including Supervisor and Chief Inspector, Program Manager of the Anti-Smuggling Division, Director of Industry Partnerships Program, Director of the Outbound Programs and Director of the Office of Border Security.

Mr. Gina holds a Bachelor of Arts Degree in Communication Arts and Sciences from Queens College, New York, New York. Mr. Gina is also a graduate of the Office of Personnel Management Executive Potential Program and Harvard – Kennedy School of Government Senior Executive Fellows Program. In 2008, the President of the United States conferred the rank of Meritorious Executive on Mr. Gina for relentless commitment to excellence in public service.

Keynote Speaker



Gerald Gomez

General Manager -
Procter & Gamble
Latin America
Development Markets

Gerald Gomez-Musa is the General Manager of Procter & Gamble for The Latin America Development Markets composed by Central America & Panama, The Caribbean, Ecuador, Bolivia, Uruguay and Paraguay.

He is responsible for the Market Operations for all P&G categories and brands with direct responsibility of the Marketing, Sales, Finance, Human Resources, Logistics, External Relations, Legal and Information Technology.

Prior to his current position, Mr. Gomez was Regional Marketing Director for Duracell Latin America and Commercial Director & General Manager for Gillette Puerto Rico, Dominican Republic and the Caribbean. In his more than 20 years of experience in the area, Mr. Gomez has performed important roles relating to the planning and execution of Marketing strategies, Brand building, Go to Market implementation across Latin America, United States and Puerto Rico.

Gerald Gomez has a Master's Degree in Business Administration from the Inter American University of Puerto Rico. He is currently active in the American Chamber of Commerce in Panama and Guatemala as well as President of United Way Panama. Also serve in the Board of Directors in the International School of Panama.

Keynote Speakers

Keynote Speaker



John Matroos

Colonel,
National Coordinator,
IP Rights & Clean Audit,
South African Police Service

Colonel Matroos has 19 years of service with the South African Police Service and 12 years in specifically dealing with the investigation of commercial and intellectual property crime. He has attended, facilitated and coordinated several training seminars and events with regard to intellectual property crime namely: INTERPOL Intellectual Property Crime Training – Guardia Di Finanza Italy, Regional Intellectual Property Enforcement

– United States Department of Commerce, INTERPOL Oasis Intellectual Property Enforcement – Maseru Lesotho, Investigative Skills for Intellectual Property Crimes – Department of Trade and Industry South Africa, Formed part of law enforcement officials invited by INTERPOL to facilitate training and coordinate operations within the SADC region, namely: INTERPOL Oasis Intellectual Property Training, Operations Pangea and the South African Regional Workshops on Counterfeiting and Piracy.

Colonel Matroos has coordinated and managed all aspects concerning intellectual property crime during the 2009 Confederations Cup and the 2010 FIFA Soccer World Cup that were held in South Africa.




www.iipic.org

International IP Crime Investigator's College (IIPCIC)

The International IP Crime Investigators College (IIPCIC) is an INTERPOL initiative, delivered in cooperation with UL University, which provides leading-edge training to equip law enforcement and private sector investigators with the necessary skills to effectively combat current and emerging threats from IP crime. The training focuses on the knowledge and technical ability to work together to disrupt the activities of transnational organized criminals who systematically manufacture and distribute often dangerous counterfeit and pirated products on a regional, and increasingly global, basis.

However, IIPCIC is much more than a training resource. It is a superb example of a fully inclusive public-private partnership which caters for the needs of all IP crime investigators worldwide, whether they are police officers, other law enforcement officials or investigators working for brand holders. It is available at no cost to police, customs and representatives of appropriate regulatory bodies. Each investigator who completes the 14 core IIPCIC modules will receive an IIPCIC Certificate. It certifies they have successfully undertaken an INTERPOL recognized course of professional studies which meets international standards and provides evidence of specialist awareness and learning on the subject of transnational organized IP crime.

The net result is that IP crime investigators from any discipline can quickly identify other certified investigators and reach across borders to secure each other's cooperation and support. By maximizing complementary skills, IP crime investigators will translate learning into action and attain our common goal: working together to target and defeat transnational criminals who prey on vulnerable and often unknowing consumers without regard for their health or safety.

Please visit the IIPCIC booth in the Exhibit Hall for more information.

INTERPOL IP Rights Programme Report



John Newton
Assistant Director
Trafficking in Illicit Goods
Sub-Directorate

Since the 2011 IP Crime Conference held in Madrid the IP Rights Programme has continued to work closely with police and other law enforcement agencies, IP offices, regulatory bodies, international organizations, cross-industry representative bodies and brand holders in INTERPOL's 190 member countries. A characteristic of this vibrant partnership is that all these stakeholders contribute to, and share in, collective success arising from joint initiatives deployed on a regional and increasingly global basis. This is not surprising given that transnational organized criminals control the industrial manufacture and distribution of counterfeit and illicit products worldwide. By necessity a determined and integrated global response is required.

The diverse and wide geographic spread of the challenges facing us all is illustrated in the 36 countries that have participated in INTERPOL-led integrated training and

operational interventions and regional operations since the last conference. Operation Opson focused on counterfeit and substandard foodstuffs was deployed in Bulgaria, Denmark, France, Holland, Hungary, Italy, Spain, Romania, UK and Turkey. In March Operation Tonse focused on counterfeit products was deployed in Botswana, Malawi, Namibia, Tanzania and Zambia. In April Operation Maya an IP crime operation deployed in Central America involved Belize, Canada, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama and the United States.

Operation Black Poseidon was deployed in May in Belarus, Georgia, Moldova, Turkey and Ukraine. Lastly, in July Operation Meerat jointly coordinated with WCO was deployed in Angola, Kenya, Mozambique, Namibia, South Africa, Tanzania and Zimbabwe. Another nine countries participated in an IP crime training course co-hosted by Hong Kong Customs in June and a further six in a regional training course held in Ecuador in August. Both these events established foundations for operations in Asia-Pacific and South America in 2013.

Deployed in 51 INTERPOL countries (27 percent) in different regions or sub-regions these operations were remarkable for their similarities. The manufacture and distribution of counterfeit and illicit products clearly takes place on an industrial scale; the same counterfeit and illicit product types are consistently found in every region; illicit trade including tax evasion and diversion fueled by corrupt practices is an ever present feature; this illicit trade is conducted with a complete disregard for the health and safety of consumers; and, these activities are



controlled by transnational organized criminals. Of particular note is that these operations unfailingly confirm that counterfeiting and piracy are just two components of a much larger transnational organized criminal activity which is trafficking in illicit goods.

Trafficking in illicit goods is a generic term used by INTERPOL to describe all types of illicit trade. It includes various types of intellectual property infringements, environmental crime, illegal trade in natural resources, trade in substances that cause health or safety risks, the smuggling of excisable goods, as well as a variety of illicit financial flows. This complex yet diverse situation demands an even more comprehensive global partnership response firmly focused on the transnational criminals responsible for these activities. They effectively act as commodity brokers by manipulating any illicit product to generate significant profits regardless of the consequences.

INTERPOL is uniquely placed to provide worldwide leadership and coordinate international efforts to combat trafficking in illicit goods. Substantial external investment in the INTERPOL Fund for a Safer World has made it possible for INTERPOL to place greater emphasis on these crimes. On 1 August 2012 the IP Rights programme evolved into the Trafficking in Illicit Goods programme as INTERPOL began the process of building additional organizational capacity to deal with trafficking in illicit goods in its entirety. Internal capacity will be in the form of additional administrative support, an integrated intelligence unit and more criminal intelligence officers which will enable INTERPOL to enhance the level of outreach and active support provided for all member countries, public and private sector stakeholders.

Two obvious questions arise from this development, will it make a difference and does it mean less emphasis will be placed on IP crime? The reality is that INTERPOL



recognizes the debilitating impact that not only IP crime, but all types of trafficking in illicit goods have on governments, businesses and consumers and the need to improve international cooperation to combat these crimes. In consequence there will be more of the same with additional resources and priority being placed on working with all stakeholders to deliver collective success.

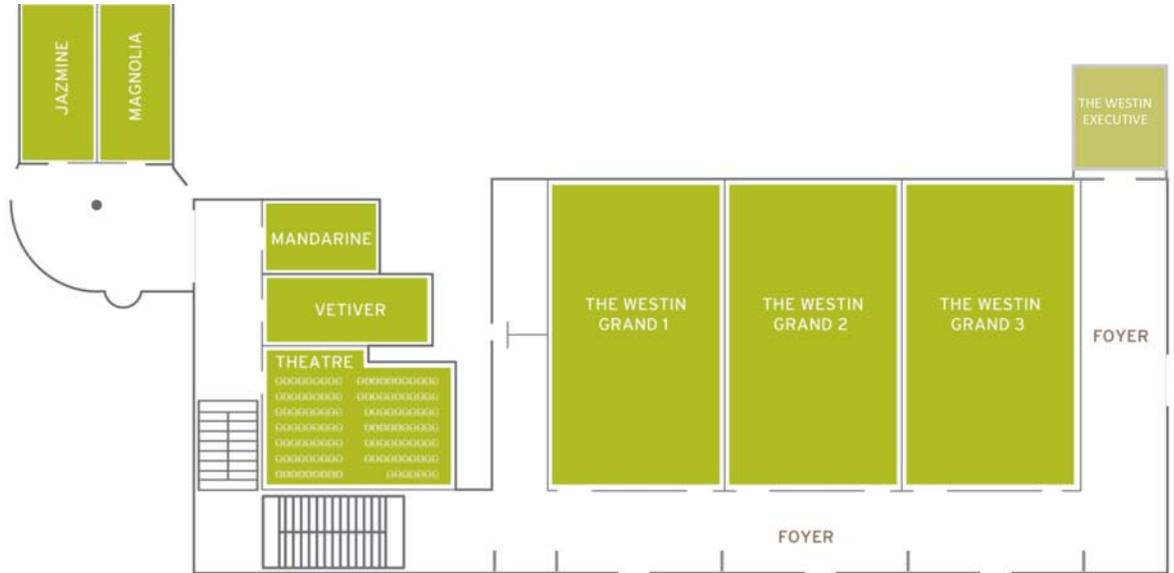
The Trafficking in Illicit Goods programme will take on additional responsibilities, but it will not lead to reduced emphasis on IP crime. On the contrary counterfeiting and piracy will continue to be a cornerstone of the new programme. For instance, the International IP Crime Investigators College (IIPCIC) will continue to be the vehicle for delivering the programme's online training. Its importance will steadily grow by setting international standards for IP crime investigators and more students complete the INTERPOL recognized course of professional studies on the investigation of transnational and organized IP crime. Another example of continuity is the annual international law enforcement IP crime



conference which has established itself as the premier global IP crime conference and will continue to be a major feature of the Trafficking in Illicit Goods programme.

Beginning in 2002 the IP Rights programme evolved into the successful global programme it is today as a direct result of the active commitment and encouragement of an initially small group of public and private sector supporters. It provides a solid platform for the development of the Trafficking in Illicit Goods programme as we work together with all current and new stakeholders to expand the vision of the founders of the IP Rights programme. It will ensure the efforts of all concerned are firmly focused where they will make the most difference. The only losers in this scenario will be transnational organized criminals.





Exhibition Hall & Networking Lounge - Westin Grand 1

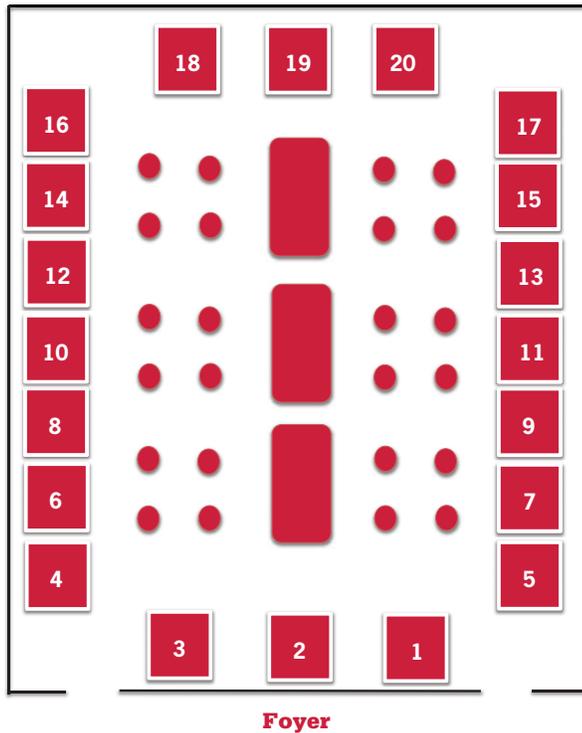


Exhibit Booth Chart

Booth	Exhibitor	Booth	Exhibitor
1	INTERPOL/IIPCIC	11	SICPA Product Security
2	Underwriters Laboratories (UL)	12	Eaton Corporation
3	Policía Nacional De Panamá	13	Entertainment Software Association
4	U.S. National IPR Coordination Center	14	Icaza, Gonzalez-Ruiz & Aleman
5	UL/Disney Safety Smart	15	CSA International
6	Proctor and Gamble	16	Sunfaith China Limited
7	The Label Printers	17	Applied DNA Sciences
8	Dolby Laboratories	18	Cisco Systems
9	Microsoft	19	Microsoft
10	Hewlett Packard	20	Adidas Group

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To support the Police, HP runs a dedicated **Anti-counterfeiting Program**, offering you reliable intelligence, product authentication and training sessions tailored for law enforcement authorities.

Find out how: global-anticounterfeit-support@hp.com

Learn more: www.hp.com/go/anticounterfeit

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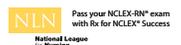
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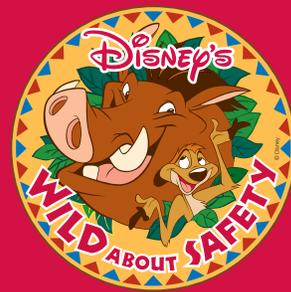
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Partnering with Law Enforcement Internationally

Our team of professionals at UL Anti-Counterfeiting Operations is available 24-7 to support law enforcement in advancing our shared fight against the threat of counterfeit certification marks. UL's number one objective is the health and safety of consumers around the world. We stand ready to take all necessary measures to prevent hazardous products bearing counterfeit UL certification marks from reaching the market place.

Anti-Counterfeiting Operations

Making the World Safer by Protecting and Enhancing the Integrity of the UL Mark

UL (UNDERWRITERS LABORATORIES) OFFERS OUR SINCERE APPRECIATION FOR THE DEDICATION AND PROFESSIONALISM OF INTERNATIONAL LAW ENFORCEMENT AGENCIES IN THEIR EFFORTS TO COMBAT INTELLECTUAL PROPERTY CRIME.

ANTICOUNTERFEITING@UL.COM

