



**MITI**  
MINISTRY OF INVESTMENTS,  
TRADE & INDUSTRY

**ACA** anti  
counterfeit  
authority  
Upholding Authenticity

**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION



# ISIPPE-2

2ND INTERNATIONAL SYMPOSIUM ON INTELLECTUAL PROPERTY PROTECTION AND ENFORCEMENT

KENYATTA INTERNATIONAL CONVENTION CENTRE, NAIROBI

JUNE 5TH -6TH 2024

THEME: UNITING AGAINST COUNTERFEITS FOR A HEALTHY AND SAFE FUTURE.



# VISION

A counterfeit-free Kenya

## MISSION

Promote legitimate trade  
through the enforcement of  
Intellectual Property Rights.



## CORE VALUES

### Anti Counterfeit Authority

A

**AUTHENTICITY**  
We will uphold  
authenticity and  
cultivate authentic  
values while  
discharging our  
constitutional and  
statutory duty.

C

**CREDIBILITY**  
We uphold high levels  
of honesty, ethical  
standards, fairness,  
respect and courtesy  
in service delivery

A

**ALERTNESS**  
We are committed  
to paying close and  
continuous attention,  
vigilance and  
watchfulness while  
supporting, protecting  
and promoting IPR and  
consumer rights.



## MOTTO

Upholding Authenticity

# INTRODUCTION

The Anti-Counterfeit Authority is pleased to welcome you to the second International Symposium on Intellectual Property Protection and Enforcement (ISIPPE-2), themed "Uniting Against Counterfeits for a Healthy and Safe Future." This forum holds immense significance as we confront the global challenge of counterfeiting, which poses serious threats to public health and safety, undermines economic growth, and erodes consumer trust.

In today's globalized world, the protection and enforcement of intellectual property rights (IPRs) are essential to fostering innovation, ensuring fair competition, and safeguarding consumer health and safety. The estimated value of international trade in counterfeit goods in 2019 was USD 464 billion, equivalent to 2.5 percent of world trade (OECD/EUIPO, 2021). Intellectual property (IP) significantly contributes to economic development, as industries rely on the robust enforcement of their patents, trademarks, and copyrights. Meanwhile, consumers depend on IP to ensure they purchase safe and guaranteed products. IPRs encourage innovation, reward entrepreneurs, generate indirect revenues, disseminate technical information, promote culture, facilitate technology transfer, serve as collateral for financing, and assure the quality and safety of products.

In Africa, the proliferation of counterfeit goods has reached alarming levels, impacting sectors ranging from pharmaceuticals and consumer products to automotive parts and electronics. Tackling this complex challenge requires a concerted effort from various stakeholders, including governments, regulatory agencies, law enforcement, industry players, and civil society organizations.

To address these challenges, the Anti-Counterfeit Authority has organized ISIPPE-2, a two-day conference to be held on 5th and 6th June 2024 in Nairobi, Kenya, as part of a series of events marking the 2024 World Anti-Counterfeit Day. The symposium aims to tackle this pressing issue by exploring innovative strategies across four key pillars: Innovation and Technology, Policy, Regulation and Enforcement, Research and Capacity Building, and Consumer Education, Awareness, and Engagement. This gathering provides a crucial platform to share insights, forge partnerships for collaboration, and develop strategies to combat counterfeiting effectively, safeguarding public health and fostering economic growth.

The convention will bring together policymakers, judicial officers, enforcers, leading academic scientists, research scholars, and practitioners to exchange and share their experiences and research results on all aspects of IPRs. It is expected to attract over 300 participants from within and outside Africa.

We look forward to your active participation and valuable contributions to making ISIPPE-2 a resounding success.

# CABINET SECRETARY'S FOREWORD



**Hon. Rebecca Miano, EGH**  
**Cabinet Secretary for the Ministry of Investments,  
Trade, and. Industry**



Given its significant economic and social consequences, it is crucial to address counterfeit trade's impact on consumer health and intellectual property (IP) protection. The World Economic Forum reports an annual global economy loss of \$2.2 trillion due to illicit trade, approximately three per cent of GDP. Counterfeit goods, ranging from pharmaceuticals to electronics, pose health risks and erode trust in legitimate products.

Under the Kenya Kwanza vision, the Kenyan government has taken decisive steps to protect IP rights and combat illicit trade, including multi-agency collaborations and robust enforcement. The Bottom-Up Economic Transformational Agenda (BETA) framework, aligned with the conference theme of "Uniting Against Counterfeits for a Healthy and Safe Future," emphasizes several key priorities crucial for Kenya's development. These priorities include support for Micro, Small, and Medium-Sized Enterprises (MSMEs); universal health care; digital and creative economy, housing; and food security.

We extend our heartfelt appreciation to the Anti-Counterfeit Authority (ACA) for their ingenuity and dedication in organizing this important event. Their efforts in promoting IP protection, dismantling counterfeit networks, and raising awareness about the dangers of counterfeit products have been instrumental in safeguarding consumer interests and fostering economic growth.

This conference also aligns with the broader global and continental agendas. The United Nations Sustainable Development Goals (SDGs) and the African Union's Agenda 2063 emphasize the importance of economic growth, innovation, and sustainable development. By addressing counterfeit trade, we contribute directly to achieving these goals, ensuring inclusive and sustainable economic growth, promoting innovation, and safeguarding public health.

Global collaboration involving organizations like WIPO, INTERPOL, OECD, Japan Patent Office, and the Fair Competition Commission of Tanzania strengthens efforts to disrupt counterfeit supply chains and protect consumers. Prioritizing consumer health and safety through awareness campaigns and responsible purchasing behaviours is crucial to reducing counterfeit demand.

In conclusion, combating counterfeit trade is a shared responsibility requiring coordinated efforts from governments, industry stakeholders, and consumers. Together, we can create a safer marketplace, foster innovation, and protect intellectual property rights while ensuring universal access to quality healthcare and supporting critical sectors outlined in Kenya's BETA agenda.

Thank you for your dedication to this cause

# MESSAGE FROM THE PRINCIPAL SECRETARY



**Dr. Juma Mukhwana, CBS**  
**Principal Secretary,**  
**State Department for Industry**



Protecting markets from counterfeit and illicit trade, safeguarding intellectual property rights, and promoting fair trade practices are critical issues at global trade conferences worldwide. Counterfeiting and violations of intellectual property rights have severe economic consequences. Copyright holders and manufacturers suffer, state budgets lose customs duties and taxes, and consumers face risks from poor quality or dangerous goods.

Furthermore, the path to prosperity through industrialization can be disrupted without adequate policy safeguards to protect innovators from IP rights infringements and illicit trade. Globally, innovative economic development models are emerging, including in African states, where industries reliant on intellectual property rights significantly contribute to GDP. Despite having a robust Intellectual Property Rights protection regime, Kenya, like other nations, faces challenges.

The development of robust IP frameworks, the promotion of public awareness of the importance of IP, and the strengthening of enforcement mechanisms are crucial steps. We must also focus on capacity building for our local innovators and entrepreneurs, ensuring they have the necessary resources and support to protect their intellectual property. Significance of ISIPPE in Kenya

Hosting this symposium in Kenya holds immense significance for several reasons. It serves as a clarion call for Kenya and other developing countries to reflect on the importance of encouraging innovation. Many African countries are still in the pre-First Industrial Revolution phase, while others have progressed through successive industrial revolutions. Therefore, we must catch up and leapfrog into the future.

We must move beyond theoretical approaches and excessive paperwork. The mantra of our university dons should shift from "publish or perish" to "innovate, industrialize, or perish." This symposium provides a platform for practical discussions and actions, emphasizing the need to translate ideas into tangible innovations that drive industrialization and economic growth.

The ISIPPE 2 initiative is a key agenda of the Kenyan Government to raise awareness among the public, businesses, and government agencies about combating counterfeit goods. This initiative underscores the need for collaborative efforts to eradicate this menace. I hope that the thematic sessions of this forum will foster open and competent discussions, leading to effective solutions and recommendations for implementing strategic objectives

# CHAIRMAN'S MESSAGE



Hon. Josphat Kabeabea,  
Chairman, Anti-Counterfeit Authority (ACA)



The mandate of the Anti-Counterfeit Authority (ACA) to combat counterfeiting and protect intellectual property rights is not only grounded in the Constitution of Kenya, which mandates respect and protection of intellectual property, but also recognized by the government's Kenya Kwanza Administration under the Bottom-Up Economic Transformational Agenda (BETA). The government places significant emphasis on industrial development, particularly through supporting small and medium enterprises (SMEs) and fostering growth in value chains within sectors such as agro-processing, oil & gas, textiles, apparel, and leather.

The theme of this year's symposium, "Uniting Against Counterfeits for a Healthy and Safe Future," resonates perfectly with the BETA Agenda, especially regarding healthcare. It calls for collaborative efforts to combat trade in counterfeit pharmaceutical products, medical equipment, food and beverages, hazardous materials, and pollutants. We believe this conference will be pivotal in realizing our country's industrial development objectives.

Intellectual property (IP) rights are vital for the success of start-ups and innovative SMEs. They allow these enterprises to benefit from their creativity and recoup their research and development (R&D) costs, thereby creating incentives for further investment in innovation. The threat of IP theft to emerging industries has prompted proactive government strategies to encourage SMEs to appreciate the importance of protecting their IP. By safeguarding their innovations, SMEs can grow and evolve into significant corporate entities.

This summit convenes policymakers, judicial officers, enforcers, leading academic scientists, research scholars, and practitioners to exchange experiences on the latest innovations, trends, and concerns in intellectual property. We will address practical challenges and explore viable solutions.

I reaffirm our commitment to supporting the government's industrial development and economic growth vision. Together with our partners, we will continue championing the protection of intellectual property rights, creating an environment where SMEs and innovative enterprises can thrive securely.

Thank you for your participation and contribution to this significant symposium. Let us continue our united efforts against counterfeiting for a healthier, safer, and more prosperous future.

# EXECUTIVE DIRECTOR'S MESSAGE



**Dr. Robi Mbugua Njoroge**  
Executive Director/ CEO, Anti-Counterfeit Authority.



Welcome to the 2nd International Symposium on Intellectual Property Protection and Enforcement (ISIPPE-2). Launched in June 2023, this annual conference is a vital platform for the Intellectual Property Rights (IPR) community. Through discussions, panels, and high-level talks, ISIPPE promotes and protects IP rights.

This year's theme, "Uniting Against Counterfeits for a Healthy and Safe Future," emphasizes global collaboration in combating counterfeit products. It highlights the need for robust policies, consumer awareness, and international partnerships to ensure global safety and well-being. Together, we can protect IP rights, promote genuine products, and create a safer future.

We are grateful to our public sector partners, including the Ministry of Investments, Trade, and Industry (MITIT), the Media Council of Kenya, the Kenya Industrial Property Institute, the Kenya Bureau of Standards, and the Numerical Machining Complex. We also thank private sector partners such as ABAK, Kenya Commercial Bank, East African Breweries Ltd, the Kenya Association of Pharmaceutical Industries, KEVIAN Industries, and Thika Cloth Mills.

We appreciate the authors who submitted abstracts for the symposium. Your contributions will enrich IP literature and knowledge.

The symposium's deliberations will be compiled as policy briefs for the Cabinet Secretary, fulfilling the ACA's advisory mandate on IP and counterfeiting. We will also share the report with local, regional, and international IP stakeholders to inform future policies and actions.

Respecting intellectual property rights is a moral imperative. As Horace wrote, "Many brave men lived before Agamemnon; but all are oppressed, unwept, and unknown in the long night because they lack a sacred poet." Innovators often remain unrecognized without platforms to celebrate their contributions. Recognition and celebration inspire others to pursue creative endeavours.

Innovation suffers without recognition. We must be vigilant, proactive, and united in protecting and enforcing these rights, as they are key to our collective future.

We hope you find the symposium enriching and productive. We look forward to an even more successful ISIPPE-3 in June 2025.

# SPEAKERS PROFILES



**Dr. Robi Mbugua Njoroge**  
Executive Director/ CEO,  
Anti-Counterfeit Authority.

Dr. Robi Mbugua Njoroge, an advocate of the High Court of Kenya, is currently the Executive Director/CEO of the Anti-Counterfeit Authority, where he leads initiatives to combat counterfeit goods and enforce intellectual property laws. With a diverse professional background, he has played significant roles in government communication, public relations, anti-corruption campaigns, academic governance, and media regulation. Notably, he was Vice President of the Public Relations Society of Kenya, where he introduced electronic voting and key policy reforms. His anti-corruption efforts were marked by impactful awareness campaigns, and his governance roles at Tom Mboya University and the Media Council of Kenya underscored his leadership in enhancing transparency and academic standards. Additionally, at the Institute of Certified Public Accountants of Kenya, he developed effective communication strategies. Dr. Njoroge's extensive academic qualifications, including a PhD in Film Studies and multiple master's degrees, complement his practical experience, enabling him to drive positive change and foster public trust across various sectors.

**Dr. John Akoten**  
Director Research, Awareness, Policy and Quality Assurance  
Anti-Counterfeit Authority, Kenya

Dr. John Akoten is the Director for the Research, Planning, and Public Awareness Directorate at the Anti-Counterfeit Authority, overseeing the Research and Policy, Education and Public Awareness, and Planning and Quality Assurance departments. With over 25 years of experience as a policy and research analyst, he has held significant roles in both the private and public sectors, including at Kenya's Ministry of Trade and Industry and the Institute of Policy Analysis and Research. His expertise includes intellectual property enforcement, research, and international IP negotiations. Notably, he contributed to the preparation of the Private Sector Development Strategy and the Investment Climate Action Plan, and played a key role in making the business licensing regime more business-friendly. Dr. Akoten holds a PhD and MSc in Development Economics from GRIPS, Japan, and a BSc in Horticulture from Jomo Kenyatta University of Agriculture and Technology, Kenya.



# SPEAKERS PROFILES



## Prof. Patricia Huddleston **Patricia Huddleston**,

**Dept of Advertising , Public Relations and Director of the Information and Media, Michigan State University**

Professor Patricia Huddleston from Michigan State University specializes in consumer behavior, retail strategy, and strategic brand communication. She holds a Ph.D. from the University of Tennessee-Knoxville and is a Research Council Member at the Anticounterfeiting and Product Protection Center (ACAPP). Her research, funded by organizations like the U.S. Department of Agriculture (USDA) and Underwriters Laboratories, focuses on using eye-tracking technology to study how consumers process information from retail displays and how this affects their purchase decisions. Her work appears in esteemed journals like the *Journal of Retailing and Consumer Services*, *PLOS*, and the *Journal of Product and Brand Management*, contributing significantly to understanding global attitudes towards counterfeit products.

## Dr Xuemei Bian

**Professor University of Northumbria,**

Dr. Xuemei Bian is a distinguished Professor in Marketing at the University of Northumbria, serving as the EDI Lead of MOS and an Innovation Fellow of the British Academy for 2022/23. She is an advisor to the UK Intellectual Property Office (IPO), focusing on fostering innovation through an accessible intellectual property system. She played a key role in the IPO's Exhaustion of Intellectual Property Rights evidence sub-group. Dr. Bian holds visiting professorships at Tianjin University and Michigan State University, with her research centered on consumer behavior, branding, and advertising strategies. She is a leading scholar in consumer and counterfeit studies, with her work published in renowned journals and featured in international media outlets like Huffington Post and BBC Radio Kent, where she offers insights on consumer-related topics.



## Hara Shinichiro

**Director, Overseas Business Support, Japan Patent Office**



Mr. Shinichiro is the Director of the Overseas Business Support Office at the Japan Patent Office, a role he has held since its establishment in 2023, where he collaborates with international partners to combat global counterfeits. His diverse career includes serving as a consultant for economic development in Asia and the Pacific at WIPO in Geneva, and as Second Secretary at the Embassy of Japan in Budapest. He holds a Bachelor of Laws (LLB) from Hitotsubashi University in Tokyo and a Master of Laws (LLM) from the University of New Hampshire.

# SPEAKERS PROFILES



**Dr. Maureen Kangu, (PhD) Assistant Professor of Marketing, USIU**

Dr. Maureen Kangu is an experienced educator and Assistant Professor of Marketing at USIU Africa with 24 years in the education sector, specializing in universities in Kenya and Rwanda. She holds a Doctor of Philosophy in Business Administration, a Master of Business Administration in Marketing, a Bachelor of Business Administration in Marketing, and a Bachelor of Education in Arts. Her consultancy work at Smart Synergies focuses on customer relationship management, and she has published extensively on topics like video marketing in Africa, consumer behavior in tourism, technology's impact on customer loyalty, and product management in Kenya. Dr. Kangu is also actively involved in gender-related issues, research, and community service.

**Kerry Mannion**

**Senior Liaison Officer U.S. Food and Drug Administration's**

Kerry Mannion is the Senior Liaison Officer for the U.S. Food and Drug Administration's Office of Criminal Investigations (OCI) and leads and coordinates OCI's strategic response to the global distribution of illicit pharmaceuticals and other FDA regulated products by transnational criminal groups, which frequently involves collaboration with representatives from law enforcement, health regulatory, and intellectual property agencies, multinational organizations, and regulated industry.

Kerry previously served as the Special Agent in Charge of OCI Headquarters and the Office of Internal Affairs and is responsible for USFDA's first bilateral initiatives focused on the distribution of illicit USFDA-regulated products. Kerry earned a bachelor's degree in education from The Citadel, The Military College of South Carolina, and a master's degree in organizational leadership from Johns Hopkins University.



**Mrs. Kris Angela Reaño Solis**  
**Assistant IP Director at JETRO Dubai**



With prior experience as an IP Researcher in JETRO and as a Research Analyst in various esteemed companies, her current role involves nurturing strong government relations between Japan and the UAE, collaborating with enforcement authorities, and handling awareness events, trainings, and workshops to combat counterfeiting in Middle East and Africa.

# SPEAKERS PROFILES



**Dr David Shepherd PhD FHEA**

**Senior Lecturer, School of Criminology and Criminal Justice,  
University of Portsmouth**

Dr David Shepherd teaches and researches economic crime at the University of Portsmouth – fraud, bribery, intellectual property crime, money laundering, industrial espionage, antitrust. His work covers offenders, victims, online behaviour, organisations, prevention and enforcement. David has published widely on these research topics in academic articles, books and technical reports. He has worked on research programmes funded by government agencies, such as the NPSA, EPSRC, FCDO, FSA, Home Office, IPO, Nuffield, WIPO, as well as NGOs and private sector firms. David leads the MSc Economic Crime at Portsmouth. He also leads the Certificate in Intellectual Property Crime and Illicit Trade, which is recognised by INTERPOL and sponsored by Underwriters Laboratories through the IIPCIC partnership.

**John Bosco Kalisa,**

**East Africa Business Council (EABC) Executive Director / CEO**

Mr. John Bosco Kalisa is an economist with expertise in Econometrics, Trade policy, Investment Promotion, Private Sector Development, and Taxation. With degrees from the University of Pretoria and the National University of Rwanda, he has extensive experience in regional economic communities and has engaged in international negotiations. His background includes leadership roles at TradeMark East Africa and Rwanda's Private Sector Federation and Ministry of Finance. He has established strong connections with global development partners like USAID, KOICA, JICA, African Development Bank, and the World Bank. As the CEO/Executive Director of the East African Business Council, Mr. Kalisa leads policy advocacy for a borderless East Africa, promoting business and investment opportunities regionally.



**Yuki Ushiku**

**Anti-Counterfeit Dept. Canon Inc.**

Yuki Ushiku is a specialist in International Anti-Counterfeit Brand Protection at Canon Inc.'s Anti-Counterfeit Department, with 15 years of experience in anti-counterfeiting starting from 2009. He has extensive expertise in Customs training and conducting raid operations. Since 2021, he has overseen operations in the United States, Central/South America, Europe, the Middle East, and Africa. Additionally, he has held roles in anti-counterfeiting committees at Japan Business Machine and Information Systems Industries Association (JBMIA) and Japan Electronics and Information Technology Industry Association (JEITA), including leading the Chinese delegation and serving as sub-chief of the committee from 2013 to 2015.



# SPEAKERS PROFILES



**Dr. Saleem Alhabash** Prof. Advertising & Public Relations at Michigan State University

Dr. Saleem is a Professor of Advertising and Public Relations at Michigan State University, where he also serves as the Associate Director of Research at the Center for Anti-Counterfeiting and Product Protection (A-CAPP). His expertise lies in digital persuasion and advertising, with a focus on researching consumer perceptions and behaviors related to counterfeiting and intellectual property protection. He led the Global Anti-Counterfeiting Consumer Survey in 2023 and is currently leading research on buying counterfeit medications online and the impact of AI on intellectual property protection. Dr. Alhabash earned his Ph.D. from the University of Missouri School of Journalism.

**Jaroslaw MROWIEC**

Trade Policy Analyst—OECD

Jaroslaw Mrowiec is a Trade Policy Analyst at the OECD. His focus is on research and policy analysis related to enhancing evidence on illicit trade and developing a whole-of-government approach to counter illicit trade. Before this, Jaroslaw was an Anti-Corruption Analyst in the OECD Anti-Corruption Division and a Legal Analyst in the OECD Middle East and Africa Division, mainly working on projects promoting OECD standards in Africa.

He has experience in regulatory reform, economic development issues, and policies. He has authored and coordinated several OECD publications and projects, notably on investment, international trade and integrity. Before joining the OECD, he worked as a lecturer at the Sorbonne Law School. He holds a bachelor's degree in political science, a bachelor's degree in international law and a master's degree in public international law from the Université Panthéon-Sorbonne, as well as a certificate in international legal studies from the Institut des Hautes Études Internationales at the Université Paris-Assas.



# SPEAKERS PROFILES

**Mrs. Agnes Karingu**

**Deputy Director Education and Public Awareness**  
**Anti-Counterfeit Authority, Kenya**

Agnes Karingu brings over a decade of experience to her role as Deputy Director of Education and Public Awareness at the Anti-Counterfeit Authority (ACA). Her career progression within ACA, from Manager to Assistant Director, reflects her expertise in education and public awareness campaigns. She successfully led the Multi-Agency Anti-Illicit Trade Outreach Program, showcasing her strategic leadership abilities. Before joining ACA, she made significant contributions to agricultural development and education as a Chief Livestock Officer and Lecturer in the Ministry of Livestock and as a graduate teacher with the Teachers Service Commission. Agnes holds an Executive Masters in Business Administration and a Bachelor's Degree in Agriculture, demonstrating her commitment to continuous learning and expertise in her field. Her diverse experience, coupled with her dedication and academic qualifications, make her a valuable asset in combating illicit trade and promoting public awareness



**Ms. Amanda Lotheringen**

**Senior Manager, Copyright and IP Enforcement, CIPC, the dtic**

Ms. Amanda Lotheringen, Senior Manager for Copyright and IP Enforcement at the Companies and Intellectual Property Commission (CIPC), has been with the Department of Trade and Industry (DTI) since 1993. She played a key role in implementing the Counterfeit Goods Act, No. 37 of 1997, and has significantly contributed to training law enforcement officials. She has held leadership positions in WIPO's Advisory Committee on Enforcement (ACE), including Vice-Chair and Chair. Ms. Lotheringen focuses on collaboration, capacity building, and education to foster respect for IP, establishing public-private partnerships with high-priority industries like pharmaceuticals and consumer goods. She founded the Intergovernmental Enforcement Committee (IGEC) to support strategic and operational IPR enforcement, initiated a training manual recognized by WIPO, and developed the Accurate Justifiable Stats (AJS) app for better statistical tracking of IP violations. Additionally, she launched a project to upcycle counterfeit goods, promoting environmental sustainability and job creation, and is passionate about raising IP awareness among SMMEs and the youth.



# SPEAKERS PROFILES



**Yussuf Osman Ahmed**

**Director Enforcement - Anti-Counterfeit Authority, Kenya**

The Director of Enforcement at Kenya's Anti-Counterfeit Authority (ACA), appointed on June 2, 2022, has over 20 years of experience in consumer protection and intellectual property rights enforcement. Starting as an Investigating Officer in the Ministry of Trade and Industry in 1995, they advanced to roles including Regional Manager for Eldoret and Mombasa at the ACA, managing enforcement and stakeholder relationships. Notable achievements include prosecuting successful cases against counterfeiters and contributing to regional anti-counterfeiting efforts with the US DOJ/OPDAT-ICHIP. He holds a Bachelor's in Education Science from Kenya University, a Master's in Intellectual Property from Ankara University, and various advanced IP certifications, including those from WIPO.

**Xavier Vermandele**

**Senior Legal Counsellor**

Xavier Vermandele is the Senior Legal Counsellor in the Building Respect for IP Division at the World Intellectual Property Organization (WIPO). He oversees technical and legislative assistance to member states regarding IP rights enforcement. Before joining WIPO in 2009, he practiced law at the Brussels Bar from 1995 to 2008, specializing in intellectual property, trade practices, and commercial law, representing clients across Belgium, France, Benelux, and the EU. He also worked in the European Commission's EuropeAid Co-operation Office. Vermandele has authored numerous articles in his areas of expertise.



**Gregor Schneider**

**EU's Regional Counsellor for IP in Africa.**

He is based at the EU Delegation in Cameroon. Before assuming that function in 2023, he has been the Deputy Project Leader for the AfriPI project, a Commission project aimed at strengthening IPRs in Africa which is co-funded and implemented by the EUIPO.

Mr Schneider joined EUIPO in 2001 and assumed different functions within EUIPO's Legal Department and its Operations Department, such as drafting cancellation decisions and representing the Office in trade mark and design cases before the European Court of Justice.



Prior to this, he served as a staff legal advisor for European Union law and German law for the Swiss Federal Department of Justice and Police. He started his professional career as a lawyer in Brussels.

# SPEAKERS PROFILES

**Cam T. Le**

**ICHIP for Internet Fraud and Public Health U.S. Department of Justice**



Cam T. Le is the International Computer Hacking and Intellectual Property Attorney Advisor for Internet Fraud and Public Health (ICHP IFPH) at the U.S. Department of Justice. In this role, she provides training and technical assistance to law enforcement and judicial authorities to combat intellectual property crimes, with a focus on counterfeit pharmaceuticals and digital piracy. Joining the DOJ in 2010, Cam has prosecuted cases involving counterfeit drugs, cybercrimes, and more, and she is currently detailed from the U.S. Attorney's Office for the District of New Hampshire. Previously, she was an Assistant District Attorney in Norfolk County, Massachusetts. Cam holds a B.A. and a J.D. from Tulane University and is a registered U.S. Patent Attorney.

**Dr. James Mokoro**

**Regulatory Affairs Manager, Reckitt**



Dr. James currently works at Reckitt as a Regulatory Affairs Manager responsible for East Africa Region based in Kenya, responsible for Pharmaceuticals and Hygiene Product Portfolio. He has been an active member of several industry associations including KAPI (Kenya Association of Pharmaceutical Industry) where he has been serving actively in various committees and currently serving as Chairman.

James is currently a member of the Africa Regulatory Network (ARN) within the IFPMA (International Federation of Pharmaceutical Manufacturers and Associations). Additionally, a member of the Africa Strategy for the Global Self Care Federation (GSCF).

**Tobias Bednarz**

**Legal Counsellor, Copyright Law Division, WIPO**

Tobias Bednarz is a Legal Counsellor in WIPO's Copyright Law Division, leading efforts to provide legislative assistance in copyright and related rights to member states. From 2018 to 2024, he headed the policy and cooperation activities of the Building Respect for IP Division, which he joined in 2014. Initially assigned to the Trademark Law Section upon joining WIPO in 2011, Tobias previously served as a Research Associate at the University of Edinburgh's SCRIPT Centre for Studies in Intellectual Property and Technology Law. He holds an LL.M. in Innovation, Technology, and the Law, and a Ph.D. in Copyright Law from the University of Edinburgh, and studied law in Germany, France, and the UK. PhD in Copyright Law from the University of Edinburgh (UK).





## Who We Are

The Alcoholic Beverages Association of Kenya (ABAK) is an umbrella body that brings together Kenya's leading manufacturers and distributors of alcoholic beverages for adults.

ABAK exists to support the alcoholic industry by providing training, information and technical expertise to the Government agencies, consumers, value chain players and the society at large.

## ABAK Members

- Kenya Wine Agencies Limited
- Kenya Breweries Limited
- UDV Kenya Limited
- London Distillers Kenya Limited
- Pernod Ricard Kenya Limited
- Two Cousins Distillers Limited
- Heineken Kenya Limited

## What we do

### Contribution to the Economy

- Generating direct & indirect jobs across farmer communities and outlets across the country.
- Contributing over Ksh. 50 billion annually to the exchequer

### Policy and Advocacy

- Advocate for Fair & Predictable Tax System
- Provide Industry Data & Research and Knowledge that reflects the Alcohol Market

### Anti- illicit Campaigns

- Organize Sensitization forums to share knowledge and expertise in the fight of counterfeit alcohol
- Collaborate with Government in the fight against illicit alcohol trade

### Media and Outreach

- Promote Responsible Drinking Campaigns





## ISIPPE-2

### 2<sup>ND</sup> INTERNATIONAL SYMPOSIUM ON INTELLECTUAL PROPERTY PROTECTION AND ENFORCEMENT 2024 AGENDA

**KENYATTA INTERNATIONAL CONVENTION CENTRE (KICC), NAIROBI, KENYA**

**5TH & 6TH JUNE, 2024**

**THEME: UNITING AGAINST COUNTERFEITS FOR A HEALTHY AND SAFE FUTURE**

#### Day 1: Wednesday, 5 June 2024

07.00-08.00	Registration and welcoming tea/coffee
08.00-09.30	Opening ceremony Opening prayers, National Anthem (Kenya), EAC Anthem

#### Remarks & Speeches

- Dr. Robi Mbugua Njoroge, Executive Director, ACA
- Ahmed Farah, HSC, Country Director, TradeMArk Africa
- Hon. Josphat Kabeabea, Chair, ACA Board of Directors
- Mr Hara Shinichiro, Director, Japan Patent Office
- Mr Filippo Amato – Head of Trade Section, EU Delegation to Kenya
- Hon Edward Kwakwa, Assistant Director General, Global Challenges & Partnerships, WIPO
- Hon Dr Juma Mukhwana, CBS, Principal Secretary, State Department for Industry
- Hon Rebecca Miano, EGH – Cabinet Secretary, MITI

Time	Activity	Topic	Moderator	Speaker(s)	Panel
9.30-10.30	<b>Session 1</b>	<b>The Counterfeit Problem A Global Anti-Counterfeiting Consumer Survey, 2023</b>	Mr Norman Mudibo	<ul style="list-style-type: none"><li>• Prof Alhabash Saleem, A-CAPP, Michigan State University</li><li>• Mr Jaroslaw Mrowiec, OECD</li><li>• Mr. Gregor Schneider, EU IP Attaché</li></ul>	<ul style="list-style-type: none"><li>• Dr Robi Mbugua Njoroge-CEO (ACA)</li></ul>

Time	Activity	Topic	Moderator	Speaker(s)	Panel
<b>Theme 1: Technology and Innovation</b>					
10.30-11.30	<b>Breakout 1.1</b>	<b>Authentication technologies in Pharma and Healthcare</b> Is technology the problem or the panacea to combat counterfeiting? (AI, Block chain, Deep learning, ISP)	Ms Barbara Munguti-ACA	<ul style="list-style-type: none"> <li>Prof. Ben Sihanya, Advocate &amp; Constitutional specialist</li> <li>Dr Wilberforce Gichoki, PPB</li> </ul>	<ul style="list-style-type: none"> <li>Dr James Mukoro-Reckitt (KAPI)</li> <li>Mr Juma Mwashuruti, Novartis</li> </ul>
	<b>Breakout 1.2</b>	<b>Topic: Emerging technologies for traceability and Authentication across sectors</b>	Mary Mwinga, ACA	<ul style="list-style-type: none"> <li>Mr Nicolas Hauw, EUIPO</li> </ul>	<ul style="list-style-type: none"> <li>Mr Hara Shinichiro, JPO</li> </ul>
	<b>Breakout 1.3</b>	<b>Digital solutions in Brand protection</b>	Mr Lindsay Kipkemoi-ACA	<ul style="list-style-type: none"> <li>Ms Karolina Zhytnikova-Countercheck, France Ellis de Bruijin, Compol Associates</li> </ul>	<ul style="list-style-type: none"> <li>Ms Claire Njuguna, Unilever, Kenya</li> </ul>
11.30-11.45	Health Break				
	<b>Theme 2: Policy, Regulation and Enforcement</b>				
11.45-13.00	<b>Breakout 2.1</b>	<b>Legal frameworks and regulatory strategies</b> <b>Strengthening legal frameworks and cross-border cooperation</b>  <b>Empowering Innovation: Leveraging national IP policy for a safer and healthier future</b>	Joseph Kimani	<ul style="list-style-type: none"> <li>Mr Xavier Vermandele, Senior Legal Counsel, WIPO</li> <li>Prof. Tom Ogada, CEO ACTS &amp; IP Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Prof. Ben Sihanya, IP Expert, Kenya</li> </ul>



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Day 1: Wednesday, 5 June 2024

Time	Activity	Topic	Moderator	Speaker(s)	Panel
<b>Theme 2: Policy, Regulation and Enforcement</b>					
	<b>Breakout 2.2</b>	<b>Enforcement practices and strategies Role of law enforcement agencies, customs and border control authorities</b>	Mr Yussuf Osman-ACA	<ul style="list-style-type: none"> <li>Mr Abier Wasouf, Global Anti-Counterfeit Counsel,</li> <li>Mr Hara Shinichiro/ Mr. MAKI KODAI-JPO</li> <li>Mr Paul Ramara, Spoor &amp; Fisher, South Africa</li> </ul>	<ul style="list-style-type: none"> <li>Mr Lindsay Kipkemoi-ACA</li> <li>SDI</li> </ul>
	<b>Breakout 2.3</b>	<b>International cooperation and collaboration</b>	Mr Gregor Schneider, EU IP Attache	<ul style="list-style-type: none"> <li>Mr Tobias Bednarz, Legal Counsellor, WIPO</li> <li>Mr Jaroslaw Mrowiec, OECD</li> <li>Ms Rumi Hashimoto, WCO, Belgium</li> <li>Cam T. Le, ICHIP, OPDAT, USA</li> </ul>	<ul style="list-style-type: none"> <li>Mr John Bosco KALISA-EABC</li> <li>Mr KERRY MANNION, FDA, USA</li> <li>Ms Guiqiu Xie, Criminal Intelligence Officer, Public Health &amp; Pharmaceutical Crimes unit, INTERPOL</li> </ul>
	<b>Breakout 2.4</b>	<b>Online Enforcement and E-Commerce Regulation</b>	Mr W. Sigei Kiprotich, ACA	<ul style="list-style-type: none"> <li>Mr Javier Lopez-Gonzales, OECD</li> <li>Dr David Shepherd, University of Portsmouth, UK</li> </ul>	<ul style="list-style-type: none"> <li>Ms Angelique MONNERAYE, European Commission,</li> <li>Agnes Teresa Akal (OGW)-Advocate of the High Court of Kenya</li> </ul>
13:00 14.00	Lunch Break/Exhibition				
1400-1500	<b>Session 2</b>	<b>A functional anti-counterfeit campaign</b>	Mr Job Wanjohi, Head of Research, Policy & Advocacy, KAM	<ul style="list-style-type: none"> <li>Agnes Karingu-ACA</li> <li>Ms YUKI USHIKU (CANON)</li> <li>IPPF-Middle East &amp; Africa Project</li> <li>Mr Karanja Njora, SDI</li> </ul>	<ul style="list-style-type: none"> <li>Alexander Alulu, Head of Secretariat, APMA</li> </ul>
1500-1700	Exhibition – End of Day 1				

The Media Council of Kenya is an independent national institution established by the Media Council Kenya Act, No. 46 of 2013 for purposes of setting of media standards and ensuring compliance with those standards as envisaged by Article 34(5) on Freedom of the Media of the Constitution of Kenya.

The MCK is guided by the vision of a society where media freedom is respected, upheld, protected and maintained and where journalists, media practitioners and media houses are professional, responsible and adhere to media ethics.

## MISSION

To safeguard media freedom and enhance professionalism through setting media standards and ensuring compliance.

## VISION

A professional, free and independent media accountable to the public.

## OUR MANDATE

Broadly, the Council executes its (15) fifteen regulatory functions under the following areas:

### AFRICA MEDIA ACADEMY

- Professional Development Courses
- Journalism Skills Development
- Workshops, Seminars and Bootcamps
- Setting Training Standards and Curriculum Development
- College Inspection and Course Accreditation

### ANALYSIS

- Media content analyses
- Media research and status of media surveys
- Media ethics incident reports
- Media research reports

### ADJUDICATION

Through the Complaints Commission the Council offers:

- Dispute Resolution
- Mediation
- Adjudication
- Appeals

### ACCREDITATION

- Promoting and enhancing Ethical and Professional Standards amongst Journalists and Media
- Registration of Journalists, Media Practitioners and Media Enterprises
- Compiling and maintaining a register of accredited Journalists, Media Practitioners, Media Enterprises and Sector Stakeholders

### ADVISORY

- Public Sector Media Policies
- Public Sector Media Monitoring
- Public Sector Communication Policies
- Access to Information

### ADVOCACY

- Ensuring Media Freedom, Plurality and Independence
- Media Safety and Protection
- Media Literacy and Access to Information
- Media Ethics and Sustainability

**Day 2: Thursday, 6 June 2024**

0800-0900	<b>Registration and welcoming tea/coffee</b>				
Time	Activity	Topic	Moderator	Speaker(s)	Panel
<b>Theme 1: Technology and Innovation</b>					
10.30-11.00	<b>Session 3</b>	<b>Combating online counterfeiting and piracy: what strategies and lessons</b>	Mr Norman Mudibo	<ul style="list-style-type: none"> <li>• Mr Yussuf Ahmed, Director, Enforcement, ACA</li> <li>• Mr Tobias Bednarz, Legal Counsellor, WIPO</li> <li>• Ms Angela Ndambukl, IFPI</li> </ul>	<ul style="list-style-type: none"> <li>• Hanh Nguyen, REACT, Netherlands</li> <li>• Amanda Lotheringen, CIPC, South Africa</li> </ul>
<b>Theme 3: Research and Capacity Building</b>					
1000-1100	<b>Breakout 3.1</b>	<b>Research on counterfeiting &amp; piracy levels, trends, impacts and solutions</b>	Mr Henry O. Maina (OGW)-Deputy Director, ACA	<ul style="list-style-type: none"> <li>• Mr Jaroslaw Mrowiec, OECD</li> <li>• Prof Xuemei Bian, University of Northumbria</li> </ul>	<ul style="list-style-type: none"> <li>• Dr John Akoten, Director, ACA</li> </ul>
	<b>Breakout 3.2</b>	<b>Capacity building initiatives and training programmes</b>	Ms Nelly Chepng'etich, Deputy Director, ACA	<ul style="list-style-type: none"> <li>• Africa Apollo, Head of Regional Bureau, INTERPOL</li> <li>• Kari Kammel, Michigan State University, USA</li> <li>• Carrie Feeheley, A-CAPP, Michigan State University, USA</li> </ul>	<ul style="list-style-type: none"> <li>• Mr Samer Al-Tarawneh, Legal Counsellor, WIPO</li> <li>• Paul Ramara, Spoor &amp; Fisher, South Africa</li> </ul>
	<b>Breakout 3.3</b>	<b>Innovations in Anti-Counterfeiting and anti-piracy technologies and techniques</b>	Mr Sam Chege, Principal Officer, ACA	<ul style="list-style-type: none"> <li>• Ms Karolina Zhytnikova, Countercheck, France</li> <li>• Mr Juma Mwashuruti, NORVATIS</li> <li>• ABAK</li> </ul>	<ul style="list-style-type: none"> <li>• Dr James Mukoro-Reckitt (KAPI), Kenya</li> <li>• DSTV</li> </ul>
	<b>Breakout 3.4</b>	<b>Measuring effectiveness and impact of Consumer Education and Engagement programmes</b>	Ms Repahah Kitavi, Director, ACA	<ul style="list-style-type: none"> <li>• Mr Mike Clubbe, Actualise Research, UK</li> <li>• Dr Martina Mutheu, UON</li> <li>• Prof Isaac Mutwiri-MMU</li> </ul>	<ul style="list-style-type: none"> <li>• Dr Siringi Samuel-UON</li> <li>• Dr Kefa Njenga, USIU</li> </ul>
11.00-11.30	<b>Health Break</b>				

## Day 2: Thursday, 6 June 2024

Time	Activity	Topic	Moderator	Speaker(s)	Panel
<b>Theme 4: Education and Engagement</b>					
1130-1300	<b>Breakout 4.1</b>	<b>Models for Counterfeit Awareness and Identification</b>	Dr John Akoten, Director, ACA	<ul style="list-style-type: none"> <li>• <b>Public -Private partnership</b></li> <li>• <b>Private sector led</b></li> <li>• <b>Public sector led</b></li> </ul>	<ul style="list-style-type: none"> <li>• Mrs Kris Angela Solis, Jetro, Dubai</li> <li>• Dr Naomi Kagone (Phd)</li> <li>• Mrs Agnes Karingu-Deputy Director, ACA</li> </ul>
	<b>Breakout 4.2</b>	<b>Digital literacy and online safety</b>	Mr Henry Mirugi-ACA	<ul style="list-style-type: none"> <li>• Ms Lynette Ringeera, ICTA, Kenya</li> </ul>	<ul style="list-style-type: none"> <li>• Ms Cherie Oyugi, KiCTAnet</li> </ul>
	<b>Breakout 4.3</b>	<b>Global perspectives and cultural considerations</b>	Ms Phyllis wangwe	<ul style="list-style-type: none"> <li>• Prof Patricia Huddleston, A-CAPP/ Michigan State University</li> <li>• Dr Maureen Kangu, Chandaria School of Business, USIU</li> </ul>	<ul style="list-style-type: none"> <li>• Henry O. Maina-ACA</li> </ul>
	<b>Breakout 4.4</b>	<b>Effective communication strategies and outreach</b>	Mr Tom Muteti-ACA	<ul style="list-style-type: none"> <li>• Ms Cecile Benbachir, programme Officer, WIPO</li> <li>• Mr David Omwoyo Omwoyo-CEO, Media Council of Kenya</li> </ul>	<ul style="list-style-type: none"> <li>• Dr George Gathigi,UON</li> <li>• Robi Koki Ochieng, USIU</li> <li>• Ms Claire Castel, EUIPO</li> </ul>
	Lunch Break/Exhibition				

## Closing Ceremony

14.00-16.00

- **Recommendations and way forward – ACA CEO**
- **Closing remarks – MITI,**
- **Vote of thanks – ACA**

**Moderator : Norman Mudibo**

1600-1800

Entertainment/Exhibition

1600-1800

Dinner – End of Program



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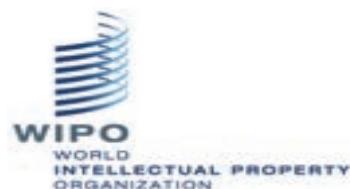


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