



IPM THE WCO TOOL
INTERFACE PUBLIC-MEMBERS IN THE FIGHT AGAINST
COUNTERFEITING



Interface Public Members
Connecting Stakeholders in the Fight against Counterfeiting

IPM 2 0 1 4
conference
& exhibition



WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

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The World Customs Organization

The World Customs Organization, WCO, is an independent intergovernmental body.

Its mission is to enhance the effectiveness and efficiency of Customs administrations.

Today, the WCO represents 179 Customs administrations across the globe that collectively process approximately 98% of world trade.

Besides the vital role played by the WCO in stimulating the growth of legitimate international trade, its efforts to fight fraudulent activities are also recognized internationally.

The partnership approach, championed by the WCO, is one of the keys to building bridges between Customs administrations and their partners.

By promoting the emergence of an honest, transparent and predictable Customs environment, the WCO directly contributes to the economic and social well-being of its Members.



WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

IPM in the fight against counterfeiting

IPM is an online and mobile application enabling right holders to provide Customs officers with real-time data on their products.

Customs officers can access this information anywhere in the world via a simple and secure interface available in their national language.

IPM is made freely available. 62 countries to date are already using IPM in an active way.

The mobile version of IPM will make it even more effective in the future.

The objective is to ensure that as many frontline Customs officers have access to the tool as quickly and efficiently as possible.

Right holders who have joined IPM also have permanent access to the tool, and are encouraged to update constantly information on their products.

The Conference

The conference will be held November 13th and 14th 2014.

The IPM 2014 Conference will focus on the fight against counterfeiting through Track and Trace utilities applied by Controlling Authorities.

During this two day conference, your organization get the latest picture on authentication technologies.

Furthermore, your organization will be presented with the latest results of the usage of these technologies as implemented in pilot programs in Dubai and the USA.

IPM 2014 Conference gathers all the stakeholders who are active in the fight against illicit trade and counterfeiting : brand protection technology providers, track and trace solution providers as well as IP lawyers will be sharing their latest experiences with you.

The Organizer

World Customs Organization
Rue du Marche 30
B-1210 Brussels
Belgium

Tel: +44 20 71931074

Email: Conference@wcoipm.org

IPM 2014 Conference Themes

Track & Trace and the Fight against Counterfeiting.

The Supply Chain and Intellectual Property.

Internal, Controlling Authorities, and General Public coordination.

Sector Changes.

Technologies Available to Controlling Authorities.

Authentication Solutions for Controlling Authorities.

Availability of Track & Trace Solutions.

Each speech will be translated in real time to english or french.

Its Objectives

Basics on Brand protection and Track & Trace in the fight against counterfeiting (norms, standards, enforcement, regulations),

Optimizing the use of Track & Trace technologies in your organization,

Leveraging the use of Track & Trace technologies by sharing with entities,

Will your sector be imposed a Track & Trace solution?

Are Track & Trace Solutions reserved to big companies?

Latest update and authentication and track and trace,

Overview of Authentication and Track & Trace solutions technologies,

Managing ROI on Brand protection.

The Exhibition

Held alongside the conference, the exhibition offers a chance for brand protection and security feature providers to represent and promote their organization in the framework of brand protection.

The exhibitors :

- Maximize exposure to and visibility within the Customs community.
- Gain insight into brand protection possibilities.
- Gain insight into the future developments in the fight against counterfeiting.

The invitees :

- Identify opportunities to better protect your brand.
- Evaluate successes and failures of different protection methods.
- Promote your brand in the framework of brand protection.

The Participation

The attendant's profile :

The IPM 2014 conference brings together Customs Authorities, Right Holders, Governmental and Trade Organizations, security feature providers, Brand Protection technology providers, IP lawyers and other bodies involved in international trade.

The registration :

For any registration, please send us an e-mail. The conference will be held November 13th and 14th 2014. This unsurpassed package consists of a two-day conference, refreshment breaks and lunches, and a delegate pack that includes access to all presentations. Prospective attendees should visit the official website for further information and registration fees and conditions.

The Sponsorship

What is offered :

- Speech slots for sponsors.
- Exhibition space in the entrance hall.
- Complimentary conference invitations.
- Marketing of your organization during breaks, in brochures, and in other media.

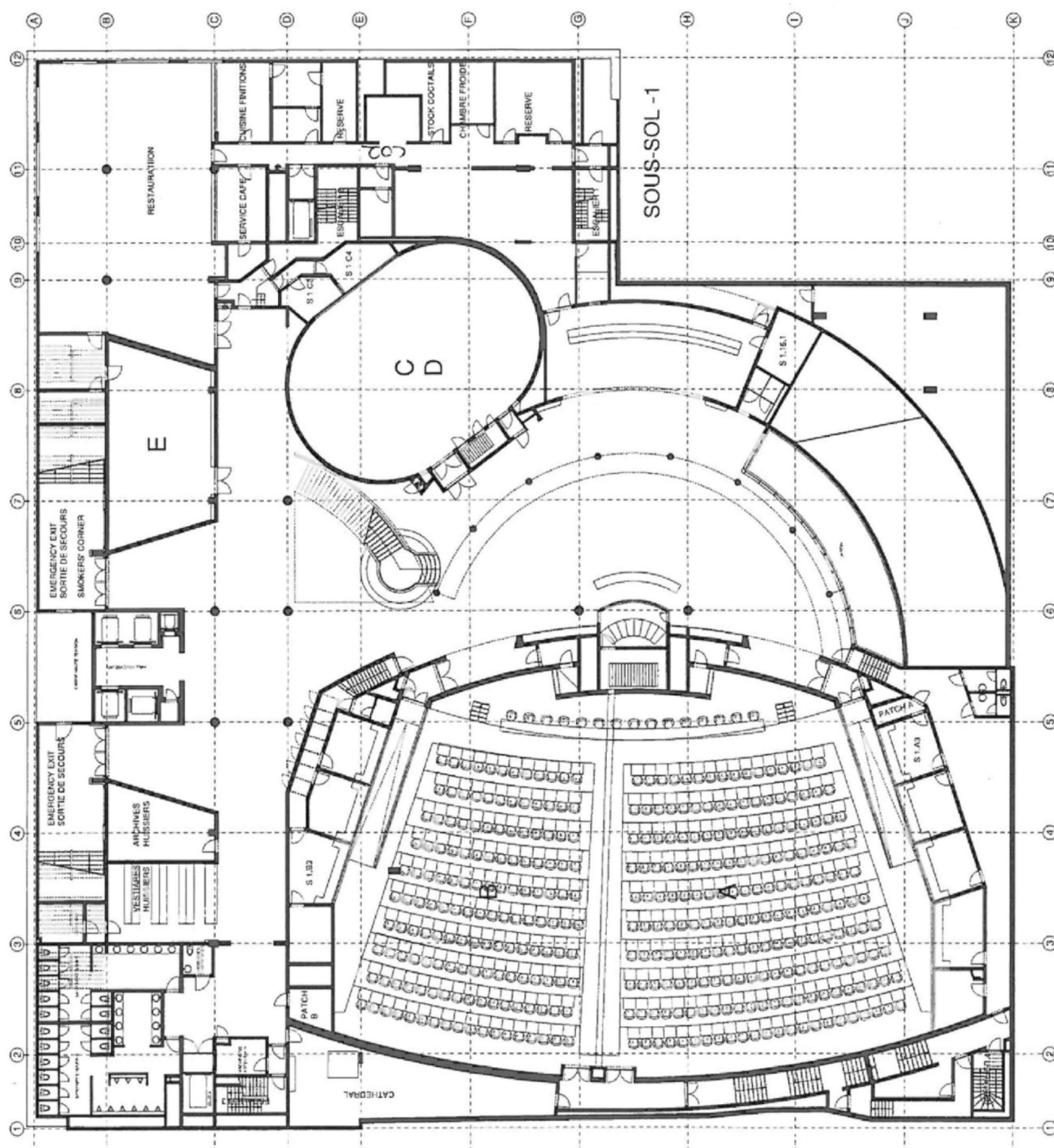
Become an exhibitor :

- Maximize your visibility.
- Network with participants.
- Market your services.
- Expand business contacts.

How to get there

The location :

World Customs Organization
Rue du Marché 30
B-1210 Brussels



Contact us !

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