



International IP Enforcement Summit

| Stronger IP enforcement
in the digital age

Athens, Greece | 12-13 June 2025



HELLENIC
INDUSTRIAL
PROPERTY
ORGANISATION



D.I.M.E.A.

INTERAGENCY FOR MARKET
CONTROL UNIT
AN AGENCY OF THE MINISTRY OF DEVELOPMENT

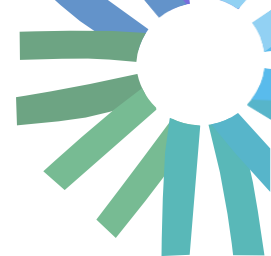


European
Commission



EUIPO

EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



ABOUT THE INTERNATIONAL IP ENFORCEMENT SUMMIT 2025

What, when and where:

- the **largest international high-level event** in Europe on intellectual property (IP) enforcement;
- **12 and 13 June 2025**;
- **Megaron Concert Hall in Athens, Greece.**

Who will be there:

- around **300 participants** and **50 high-level speakers**;
- prominent **European and international decision-makers, law enforcement authorities, multinational companies, small and medium-sized enterprises (SMEs), consumer representatives** and other pertinent stakeholders.

Aim of discussions:

- address the pressing challenges of IP enforcement in **the digital age**, with a special focus on SMEs;
- explore strategies how to enhance IP rights enforcement in the EU and internationally ensuring secure world trade flow and safeguarding public and consumer safety;
- spotlight **effective solutions and exemplary cooperation methods** aimed at preserving the international innovative and creative landscape by countering both existing and emerging practices of IP crime.

Strategic timing:

- amidst the policy-making considerations at the **onset of the new mandate of the EU institutions**;
- ahead of the kick-off of the implementation of the **2026-2030 cycle of EMPACT** – the European Multidisciplinary Platform Against Criminal Threats;
- take stock of the implementation of the European Commission **recommendation on measures to combat counterfeiting and enhance the enforcement of IP rights and recommendation on combating online piracy of sports and other live events**;
- analyse the progress stemming from the enactment of the **EU AI Act** and the **Digital Services Act**.

The 2025 Summit follows earlier editions in [London](#), United Kingdom (2014), [Berlin](#), Germany (2017), [Paris](#), France (2019), [Stockholm \(online\)](#), Sweden (2021), and [Sofia](#), Bulgaria (2023).



THURSDAY, 12 JUNE 2025

Local time in Greece (EEST)

8:30-9:00 **Arrivals and registration**

Nikos Skalkotas
Hall

Facilitator: Dave Keating

9:00-9:50 **Welcome addresses**

- Lazaros Tsavdaridis, Deputy Minister of Development, Greece
 - João Negrão, Executive Director, European Union Intellectual Property Office (EUIPO)
 - Daren Tang, Director General, World Intellectual Property Organization (WIPO)
 - Ilhan Kyuchyuk, Member of the European Parliament, Chair of the Committee on Legal Affairs
 - Kerstin Jorna, Director-General, DG GROW, European Commission
-

9:50-10:10 **The industry's point of view**

- John Conway, Senior Vice President, Global Head of Intellectual Property, Sanofi
-

Panel I – AI and emerging technologies for enhanced IP enforcement

10:10-11:10

This panel will explore how AI, cutting-edge technologies and monitoring tools can enhance IP rights enforcement. It will focus on how the current legislative frameworks, as well as voluntary commitments, can ensure these solutions are used responsibly and transparently, balancing enforcement, innovation, and business interests.

Panellists:

- Gael Grooby, Acting Director Tariff and Trade Affairs, World Customs Organization (WCO)
- José Ignacio Carrillo de Albornoz, Global Content Protection Manager, La Liga
- Cristina Berra, Director of Global Relations, Brand Protection, Corsearch
- Felix Avellan, Coordinator of IP Crime and Digital Piracy, International Criminal Police Organization (INTERPOL)

Q&A

11:10-11:40 **Coffee break**



THURSDAY, 12 JUNE 2025

11:40-12:40

Breakout sessions

Nikos Skalkotas
Hall

Breakout session I – Public-private collaboration: building a community of trusted investigators

This session will explore how collaboration between public and private sectors can enhance IP enforcement, discussing tools, resources, and best practices to build a community of trusted investigators and facilitate the exchange of information and evidence building against criminals. Additionally, this session will discuss the use of criminal sanctions as legal deterrents in combating IP crime.

Chair:

■ Blanca Arteché, Head of Service, European Observatory on Infringements of Intellectual Property Rights, EUIPO

Panellists:

- Audrius Poviliunas, Deputy Head of Unit, Illicit Trade, Health & Environment, Operations & Investigations, European Anti-Fraud Office (OLAF)
- Michael Lund, Security Manager, Nordic Content Protection
- Spyridon Peristeris, Director, Interagency for Market Control, (DIMEA), Greece
- Juna Shehu, Director General, Indicam

Q&A

MC3 room

Breakout session II – The role of social media influencers: navigating responsibilities and engaging communities

This session will explore strategies to train and engage social media influencers in respecting IP rights and preventing the promotion of IP infringing goods or content. It will also look at strategies for collaboration between platforms, influencers, and rights holders.

Chair:

- Claire Castel, Head of Service, European Observatory on Infringements of Intellectual Property Rights, EUIPO

Panellists:

- Liene Brūns, Social Media Influencer, Latvia
- Angelo Grieco, Acting Head of Unit, Consumer Enforcement and Redress. DG JUST, European Commission
- Régis Messali, Deputy CEO, UNIFAB
- Jeanette Okwu, Chairwoman of the Board, Bundesverband Influencer Marketing and Co-founder, European Influencer Marketing Alliance (EIMA)

Q&A

12:40-14:10

Networking lunch

14:10-14:40

Breakout sessions chairpersons' summing up and discussion



THURSDAY, 12 JUNE 2025

14:40-15:40

Panel II – Securing the physical trade flow of goods

This panel will explore effective solutions to counterfeiting in the physical flow of goods, focusing on the role of blockchain, clean free trade zones, and intermediary cooperation. It will also address the enforcement challenges posed by international supply chains and best practices for securing trade channels from counterfeit goods.

Panellists:

- Phil Hamilton, CEO/Co-Founder, Countercheck
- Małgorzata Krok, Deputy Minister of Finance, Deputy Head of the National Revenue Administration, Poland
- Elena Fernández Rodríguez, Chairwoman of the Board of Directors, PostEurop
- Emmanuel Tavlás, Member of the European Brands Association (AIM)

Q&A

15:40-15:50

Closing of first day

Ewa Skrzydło-Tefelska, President, Patent Office of the Republic of Poland, Polish Presidency of the Council of the EU

15:50-17:00

Cocktail reception

FRIDAY, 13 JUNE 2025

8:30-9:00

Arrivals

9:00-9:30

Fireside chat: E-commerce platforms' role in protecting consumers from counterfeits

Chair:

- Andrea Di Carlo, Deputy Executive Director, European Union Intellectual Property Office (EUIPO)

Panellists:

- Matthew Bassiur, Vice President, Head of Global IP Enforcement, Alibaba Group
- Karen Ghysels, Director, European Consumer Centre Belgium



FRIDAY, 13 JUNE 2025

9:30-10:30

Panel III – Overcoming cross-border challenges in global IP enforcement, including for SMEs

This panel will focus on the effective solutions for enforcing IP rights across borders, emphasising dynamic legal tools, and coordinated international efforts across jurisdictions. Panellists will explore how to best support SMEs in this context, including through measures to enhance the enforcement of their intangible assets.

Panellists:

- Nathalie Berger, Director, Competitiveness Coordination, DG GROW, European Commission
- Andrey Corrêa, Executive Secretary, National Council on Combating Piracy and Intellectual Property Crimes (CNCP), Brazil
- Brigitte da Costa-Villaluz, Director General, Intellectual Property Office of the Philippines (IPOP HL)
- Suvashis Choudhary, Think Tank Member of the Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCADE) of the Federation of Indian Chambers of Commerce and Industry (FICCI) and the IPR Committee, India
- Sang Kon Shin, Director General, Intellectual Property Protection and International Cooperation Bureau, Korean Intellectual Property Office (KIPO)

Q&A

10:30-11:00

Coffee break

11:00-12:00

Breakout sessions

**Nikos Skalkotas
Hall**

Breakout session III – IPR enforcement beyond trade marks

This session will focus on the challenges and opportunities for enforcing IP rights, such as designs, geographical indications, and plant variety rights, examining how specialised enforcement strategies and available tools are evolving in light of new regulatory frameworks and industry needs.

Chair:

- Claudia Martínez Félix, Deputy Head of Unit, DG GROW, European Commission

Panellists:

- Laura Miguel Baumann, Secretary-General, European Crafts Alliance
- Montserrat Garcia-Moncó, Head of the Legal and Governance Affairs Unit, Community Plant Variety Office (CPVO)
- Steinar Mowatt Valade-Amland, Board Member, Danish Association for Legal Protection of Architecture, Design and Crafts
- Agostino Brigante, Head of the Anti-counterfeiting and Product Security Group, Guardia di Finanza, Italy

Q&A



FRIDAY, 13 JUNE 2025

MC3 room

Breakout session IV – Enforcing copyright in the age of generative AI

This session will explore the copyright enforcement in the age of generative AI, focusing on tools and governance solutions that effectively address infringement.

Chair:

■ Emmanuelle Du Chalard, Head of the Copyright Unit, DG CNECT, European Commission

Panellists:

- Jakob Kucharczyk, Competition & IP Policy Lead, Europe, OpenAI
- Péter Lábod, Vice President for Legal and International Affairs, Intellectual Property Office, Hungary
- Harrie Temmink, Head of Service, European Observatory on Infringements of Intellectual Property Rights, EUIPO
- Angela Mills Wade, Executive Director, European Publishers' Council (EPC)

Q&A

**Nikos Skalkotas
Hall**

12:00-12:30

Chairpersons' summing up and discussion

12:30-12:50

Closing addresses

- Sotirios Anagnostopoulos, Secretary General for Commerce and Consumer Protection, Ministry of Development, Greece
 - Panagiotis Kanellopoulos, Director General, Hellenic Industrial Property Organisation, Greece
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12:50-14:30

Networking lunch



SPEAKERS (appearance in chronological order)



LAZAROS TSAVDARIDIS

Minister of Development, Greece



JOÃO NEGRÃO

Executive Director, EUIPO

João Negrão is the Executive Director of the European Union Intellectual Property Office (EUIPO) since 1 October 2023.

João originally joined the EUIPO as head of the Executive Director's Cabinet in 2010 and between 2011 and 2020 he was Director of the International Cooperation and Legal Affairs Department of the EUIPO. Between 2021 and 2023 he has held the position of President of the EUIPO Boards of Appeal. Before joining the EUIPO, João held different positions in the Portuguese public administration, in the Ministry of Foreign Affairs/General Directorate for EU Affairs, the Presidency of the Council of Ministers and the Ministry of Justice/National Institute of Industrial Property (INPI).

In 2001, he joined the INPI in the international relations cabinet, becoming the Head of Cabinet in 2004. In 2008, he was appointed Director of International Relations and Promotion of Innovation at INPI. João Negrão holds a Master's degree in law and a bachelor's degree in international relations. He also has a number of high level qualifications in Public Administration Management (National Institute of Administration), Leadership Management and High Performance People Skills for Leaders (London Business School) as well as IP-related courses, such as a general course on IP (WIPO Worldwide Academy) and a specialised course on the practice and functioning of the IP system in the USA (USPTO).



DAREN TANG

Director General, World Intellectual Property Organization (WIPO)

Daren Tang has been the Director General of WIPO since 2020.

Under his leadership, WIPO is working to transform the global intellectual property (IP) ecosystem into a powerful catalyst for jobs, investments, business growth, as well as economic and social development for all countries. He is also committed to ensuring WIPO works to harness



the power of IP to provide innovative solutions to our common global challenges.

To make this happen, IP must not just be of interest to specialists and experts but also those innovating and creating at the grassroots, and IP must better serve the needs of women, youth, SMEs and entrepreneurs.

In a world facing geopolitical challenges, economic uncertainty and fast emerging technologies, DG Tang believes that IP, innovation and creativity serve as a bridge to connect countries together for the common good for all.

Mr. Tang is a former legal counsel and senior government official of his native Singapore. He is an avid jazz pianist and has also authored a book on tea.



Ilhan Kyuchyuk

Member of the European Parliament, Chair of the Committee on Legal Affairs

Ilhan Kyuchyuk has been a Member of the European Parliament since 2014. He has also served as Co-President of the ALDE party until October 2024.

In the European Parliament, Ilhan Kyuchyuk (Renew Europe Group) is serving as Chair of the Legal Affairs Committee (JURI), he is Substitute Member of the Committee on Foreign Affairs (AFET), as well as Substitute Member of the Committee on the Environment, Public Health and Food Safety (ENVI) and Member of the Delegation to the EU-Türkiye Joint Parliamentary Committee. Kyuchyuk holds a Bachelor's degree in Political Science and Management and a Master's degree in Law. He was awarded "MEP of the year" in the category for "Culture and Media" in March 2018 and the honorary title Doctor Honoris Causa in a number of universities.

Kyuchyuk was further awarded in 2023 the Human Rights Award for his tireless work in defence of human rights and dignity, particularly the rights of Uyghurs, as well as the international Giovanni Malagodi Prize, awarded by the Luigi Einaudi Foundation for his dedication in spreading the principles of freedom and responsibility, and the European Liberal Forum "Liberal of the Year" award in 2024.



KERSTIN JORNA

Director-General, DG GROW, European Commission

Kerstin Jorna is a German national and a civil servant at the European Commission where she has held various positions, amongst others as Head of Cabinet of several Commissioners and different Director posts.



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Mrs Jorna is the Director-General for Internal Market, Industry, Entrepreneurship and SMEs. Prior to this role, she was Deputy Director-General for Economic and Financial Affairs. Mrs. Jorna also held positions on the Board of the European Investment Bank, the European Investment Fund as well as the European Innovation Council Fund.



JOHN CONWAY

Senior Vice President and Global Head of Intellectual Property, Sanofi S.A.

John D. Conway, Senior Vice President and Global Head of Intellectual Property, Sanofi S.A.

John is a seasoned U.S. patent attorney with over 30 years of experience working with five leading multinational biopharmaceutical companies. He has expertly managed the intellectual property strategy, prosecution, and enforcement of IP rights for medicines globally.

John is actively involved in shaping global intellectual property policy through his role at INTERPAT, an organisation of chief IP counsels from major international biopharmaceutical companies. As Vice President and Chair of the China and Greater Asia Working Group, he advocates for the strengthening and harmonisation of global IP rights to foster access to medicine, protect patient safety, and promote economic growth worldwide.



GAEL GROOBY

Acting Director Tariff and Trade Affairs, World Customs Organization (WCO)

Ms Gael Grooby serves as Acting Director, Tariff and Trade Affairs at the World Customs Organization (WCO). In this role she directs the development, implementation and maintenance of international conventions, standards, and tools related to trade and revenue collection. Her work includes providing counsel to the Deputy Secretary General and Secretary General on matters relating to the Directorate.

Having joined the WCO in 2017, after 27 years in Australia's Customs administration, she has a long and varied background in Customs and brings an outlook grounded in practical Customs knowledge and a focus on real-world results.



JOSE IGNACIO CARRILLO

Global Content Protection Manager, LALIGA

Jose Ignacio Carrillo is the Global Content Protection Manager at LALIGA, leading its global anti-piracy strategy in coordination with the President's office. He joined in 2024 to enhance efforts in protecting audiovisual content and enforcing IP rights.

Previously, he was Head of Enforcement at Smart Protection, where



he built global partnerships and led anti-piracy and brand protection initiatives. With over 15 years of experience, he has worked across the sports, entertainment, fashion, and tech industries, and held leadership roles at Desigual and CoPeerRight Agency. He is a Spanish attorney specialised in IT and IP Law, teaches at the Madrid Bar Association, and regularly speaks at international IP protection events.



CRISTINA BERRA

Director of Global Relations, Brand Protection, Corsearch

Cristina Berra has over 15 years of experience in the IP and brand protection industry, spanning both private practice and in-house roles. As the Director of Global Relations and Advanced Enforcement at Corsearch, she leads initiatives to strengthen partnerships with major global platforms, industry associations, and third-party intermediaries. Cristina is dedicated to optimising enforcement strategies, enhancing performance analysis, and prioritising enforcement efforts to achieve client and business objectives.



FELIX AVELLAN

Coordinator of IP Crime and Digital Piracy, International Criminal Police Organization (INTERPOL)

Felix has 17 years' experience in law enforcement. In 2017, he joined INTERPOL's Global Complex for Innovation based in Singapore, as a Criminal Intelligence Officer in the Illicit Goods and Global Health Programme (IGGH), and since February 2022, has been based at the INTERPOL General Secretariat in Lyon, France, where currently he acts as the Operations Coordinator, pro tempore for the IP Crime and Digital Piracy Unit under the Organized and Emerging Crime Directorate.



BLANCA ARTECHE

Head of Service, Observatory, EUIPO



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European Observatory on Infringements of Intellectual Property Rights

Blanca Arteché joined the Observatory in February 2015 as responsible for the Enforcement Tools and since December 2018 she is managing the Enforcement Service.

Graduated in Business Administration and specialised in Economics, she started her career as consultant working for the EU Commission on communication tools for the Regional Policy Directorate General.

She joined the European Union Intellectual Property Office (EUIPO) in February 1998 where she has had different positions: starting from the work at the cabinet of the Vice-President for Legal Affairs' (1998-2002), through the work at the External Relations Department of the Office (2002-2006) ending in almost ten years as head of a TM registration service at the Trade Marks Department (2006-2015) before joining the Observatory.



AUDRIUS POVILIŪNAS

Deputy Head of Unit, Illicit Trade, Health and Environment, European Anti-Fraud Office (OLAF)

Audrius Poviliūnas has been working for the European Anti-Fraud Office (OLAF) since 2006. In 2023, he became a Deputy Head of Unit "Illicit Trade, Health and Environment". The mission of this Unit is fighting against the illicit trade of goods, including counterfeit goods. Through its activities, the Unit contributes to the protection of the integrity of the EU single market and to the enforcement of EU legislation.

Previously Audrius Poviliūnas worked in other Units in OLAF as an investigator and as a Head of Sector. In 2018-2022, he was posted to Ukraine as an OLAF liaison officer.

Audrius Poviliūnas is a member of the Association of Certified Fraud Examiners. He is a graduate of Vilnius University, Lund University and the College of Europe.



MICHAEL LUND

Security Manager, Nordic Content Protection

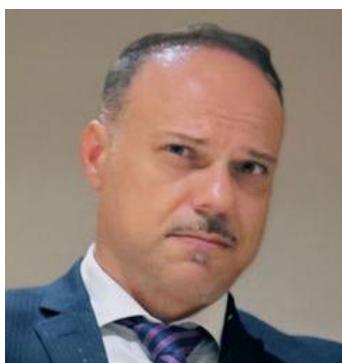
Michael Lund is a Danish cybercrime investigator and analyst. His



background is within the Danish National Police, where he worked with digital forensics and cybercrime investigations of IT security-related cases as well as child abuse cases for 8 years.

Michael left the police in 2013 to work in the private sector, conducting investigations for the pharmaceutical industry. He is currently a security manager for Nordic Content Protection, a non-profit organisation that enforces IPR for the Nordic TV industry.

Michael is a member of the EUIPO Observatory Expert Group 'impact of new technologies' and has contributed to multiple EUIPO Observatory research projects.



SPYRIDON PERISTERIS

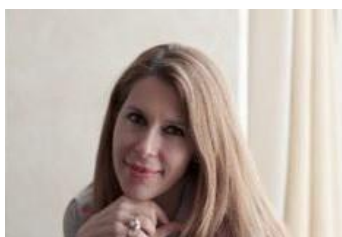
Director, Interagency for Market Control, (DIMEA), Greece

Spyridon Peristeris is a professional with extensive experience in public administration and IP law. Currently, he serves as the Director of the Directorate for Data Management, Statistical Processing and E-Commerce Surveillance at the Interagency for Market Control Unit (DIMEA) of the Ministry of Development, a position he has held since August 2020, where he also acts as DIMEA's Deputy Director.

From August 2020, Spyridon has represented the country's enforcement authorities on intellectual property issues at the European Union Intellectual Property Office (EUIPO) and on consumer protection issues at European Commission as well. His prior roles include Special Advisor to the General Secretary for Commerce and Consumer Protection on market supervision (August 2019 – June 2021) and representative of the General secretariat for Trade and Consumer Protection at the Coordinating Center for Market Supervision and Anti-Counterfeiting (SIKEAAP) from June 2018 to August 2020.

He began his public service career in various roles within the General Secretariat for Commerce and Consumer Protection, contributing to trade regulations and market surveillance operations from 2015 through 2020.

Spyridon holds a Ph.D. in Public Administration from the University of Nicosia, Cyprus (2020), a Master's degree in Public Administration from the same institution (2016), and a BA Degree in Business Administration from the University of Wales, Swansea, UK (1999).



JUNA SHEHU

Director General, INDICAM

Intellectual and industrial property professional with experience in the



luxury, design, food & beverage, automotive, and pharma sectors. Currently, General Director of INDICAM, the Italian association whose mission is the enforcement of intellectual property rights.

She is responsible for financial planning and management, the annual strategic plan, special projects, business development, human resources, and public affairs relations with national and international public and private stakeholders.

Previously General Counsel, head of a multinational group's legal and corporate department operating in the high-end furniture sector. She was responsible for financial planning and management of the legal department, intellectual and industrial property issues, enforcement and management of the Group's IP portfolio, litigation, commercial agreements, corporate affairs, and compliance.

She holds the title of Lawyer, with more than ten years of expertise in corporate law, competition law, privacy legislation, public affairs, and general accounting with a strong orientation toward results, from a juridical/legal perspective, aimed at minimising business risks.

Knowledge of five languages: Italian, English, French, Albanian, and German



CLAIRE CASTEL

Head of Service, Observatory, EUIPO

Claire Castel joined the EUIPO in 2013 to coordinate the design and implementation of awareness campaigns and activities on the value of IP and damages of infringements, as part of the European Observatory on Infringements of Intellectual Property Rights. She became Head of the IP in the Digital World and Awareness Service in the European Observatory, and since July 2022, she has been appointed Head of Outreach and Knowledge of IP Service, dealing with awareness, stakeholders and education.

Before joining the EUIPO, she was head of the communication team in a public-private technology partnership (2009-2013) and member of a communication unit in the European Commission (2006-2009). Previously, she opened the Brussels Office of Publicis Consultants in 1997 and ran it until 2006.



LIENE BRŪNS

Social Media Influencer, Latvia

Liene Brūns, content creator and communicator, aims to shine spotlight on good people.

Growing up in Australia as a third-generation Latvian, she



felt deeply called to connect to the land of her ancestors to learn from its country, history and people. Now living in Latvia, she has interviewed the nation's Top 22 innovators for 'Mission Latvian', an inter-media project that showcases the stories of the those who have fearlessly stepped off the beaten path to pave a new way, for themselves and for the world to follow. She uses the power of storytelling to inform, inspire and empower communities to be the creators of tomorrow- to build a world with empathy, honesty and a consideration for all that gives us life.



ANGELO GRIECO

Acting Head of Unit, Consumer Enforcement and Redress Unit, DG JUST, European Commission

Angelo GRIECO is a qualified lawyer with international experience both in the private and public sectors. He currently works in the European Commission as the acting Head of the Consumer Enforcement and Redress Unit in DG JUSTICE.

He joined the Commission in 2006 to lead the team responsible for misleading advertising and unfair commercial practices. In 2014 he was seconded to the U.S. Federal Trade Commission to work on enforcement of U.S. consumer law.

Before joining the Commission, Angelo worked as an antitrust lawyer for a leading U.S. Wall Street Firm and in the field of commercial law and contracts. He spent part of his legal training working for the Merger Task Force of Directorate General for Competition.

He holds a Master's Degree in International Commercial Law (LL.M.) from the University of Westminster, London, and a Degree in Law from the University of Ferrara, Italy.



RÉGIS MESSALI

Deputy CEO, UNIFAB

Régis Messali is the Deputy CEO of Unifab, graduated with a Master 2 of Communication he used to put under the lights his skills for creating and developing awareness campaigns dedicated to the public, managing events, PR, Social Networking at different levels (politics, institutionals, consumers, brand owners...), digital matters for promoting the association all around the world. He has the capacity to adapt his way to communicate to all activity sectors, issues and way to work because of the diversity of the Unifab's members



JEANETTE OKWU

Chairwoman of the Board, Bundesverband Influencer Marketing and Co-founder, European Influencer Marketing Alliance (EIMA)



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Jeanette is the Founder and CEO of BEYONDinfluence, an innovative influence marketing agency dedicated to advancing clients' marketing strategies in the digital era.

A journalist by training with ears on the ground and a sharp eye, she has a deep understanding and a passion for all things social. She has tapped emerging social technologies for small and Fortune 500 companies globally in the automotive, luxury, and consumer product industries. She spent 20 years in the US and extensive time in China, gaining knowledge and expertise of emerging trends in the social media and AI space.

Recognised for her contributions, she has been named one of the TOP 50 Global Influencer Marketing Professionals and Global Top 30 Female Leaders in the Creator Economy by Hello Partner. Currently serving as Chairwoman of the German Influencer Marketing Council (BVIM e.V.) and Founder of the European Influencer Marketing Association (EIMA), she initiated the AI Ethics Action Hub in Berlin. She also hosts the popular German podcast "Influence By Design".



PHIL HAMILTON

CEO/Co-Founder, Countercheck

Phil Hamilton is the CEO and Founder of Countercheck, an AI-driven vision technology company securing global supply chains from illicit trade, narcotics, counterfeit goods, and fraud. With deep expertise in AI, logistics security, and supply chain intelligence, Phil is building the world's largest parcel intelligence network, helping major carriers detect and prevent illicit trade at scale.

Under his leadership, Countercheck's technology is deployed by global logistics providers to identify illicit shipments in real time, reduce regulatory risk, and enhance supply chain compliance. The company also works closely with law enforcement and customs bodies to extend its AI capabilities beyond commercial carriers.

Currently, Countercheck is supporting a European Customs & Police proposal to deploy AI-based illicit parcel detection at international borders, enabling real-time risk assessment and automated enforcement. A recognised thought leader in AI-driven compliance, Phil champions public-private collaboration to protect legitimate trade and ensure border integrity in an increasingly complex global logistics landscape.



MAŁGORZATA KROK

Deputy Minister of Finance, Deputy Head of the National Revenue Administration, Poland

Małgorzata Krok is the Deputy Minister of Finance and the Deputy Head of the National Revenue Administration (NRA). She took up her post on 1 February 2024.

Ms. Krok is both an advocate and a tax adviser. She graduated from the Faculty of Law and Administration at the University of Warsaw, and obtained a postgraduate degree in International Finance from the Warsaw School of Economics.

Prior to joining the NRA, she worked for several Polish and international law firms, advising clients on a variety of tax and customs matters. She also has extensive experience in tax litigation. She has given lectures and training sessions on tax law.

Ms. Krok currently oversees the customs division at the NRA, focusing particularly on clearance and customs policy. She is also responsible for the NRA's international relations. Furthermore, her remit includes customer relations and tolls. She is involved in numerous projects aimed at further digitising and automating the NRA's tax and customs services.



ELENA FERNÁNDEZ-RODRÍGUEZ

Chairwoman of the Board of Directors, PostEurop

A 5-children mum. Graduated in Law Studies by the Spanish University Universidad Complutense de Madrid. She holds a Master Degree in International Relations and Foreign Trade and a MA in Sustainability.

At Correos, she has worked as Head of International Affairs and Regulation from 2004 to 2015. On 2016, her role was expanded when she was appointed Deputy Director of CSR, later Sustainability, and in addition of her responsibilities for designing the regulatory international strategy, she also assumed the definition of the ESG strategy of Correos.

At European level, she has held several relevant positions within PostEurop, the association of European designated postal operators. Since 2023, she is the Chairwoman of PostEurop's Board of Directors. In addition, she had previously chaired the PostEurop European Affairs Committee from 2015 to 2022 and the UPU Affairs Committee from 2011 to 2015.

Among other international positions, she chaired the Strategy and Development Cooperation Committees at the Universal Postal Union (UN Agency for the Postal Sector) and is currently Chair of the Sustainability WG in PUASP.



EMMANUEL TAVLAS

Member of the European Brands Association (AIM)

Emmanuel Tavlas is a seasoned lawyer with extensive expertise in intellectual property (IP) law, combining private practice and in-house experience. Currently serving as Director, Intellectual Property, Mediterranean Basin for Louis Vuitton Malletier, he oversees anti-counterfeiting efforts and IP enforcement across multiple countries. Emmanuel is a member of AIM (European Brands Association).



EWA SKRZYDŁO-TEFELSKA

President, Patent Office of the Republic of Poland

Since 7 May 2025, President of the Patent Office of the Republic of Poland. Attorney-at-law and academic lecturer. Expert in the field of intellectual and industrial property law, European Union law and advertising law. Gained her professional experience working as a partner at the Polish law firm, where she specialised in the protection of intellectual property rights, unfair competition and international arbitration.

Author of books, academic textbooks and articles on the EU law, private international law, and industrial property protection. Frequent speaker at congresses and seminars devoted to the subjects related to IP, EU law and advertising law. She was involved in professional training of advocates and attorneys-at-law. Member of the International Association for the Protection of Intellectual Property (AIPPI), Global Advertising Lawyers Alliance (GALA) and the International Trademark Association (INTA) as well as the European Communities Trademark Association (ECTA).

She graduated with a Master's degree in law from the Faculty of Law and Administration at the Maria Curie-Skłodowska University in Lublin, and received her post-doctorate degree (habilitation) in law from the same university in 2013, specialising in European Union law. Ms. Skrzydło-Tefelska has lectured the European Law at the Maria Curie-Skłodowska University in Lublin and the University of Lorraine in Nancy. She has also lectured intellectual property law at the Kozminski University in Warsaw.



ANDREA DI CARLO

Deputy Executive Director, EUIPO

Andrea Di Carlo, an Italian national, was appointed as Deputy Executive Director of the European Union Intellectual Property Office by the Council of the European Union in 2019. Previously, he was part of the Office's management team leading different EUIPO functional areas such as institutional and external relations, international cooperation, enforcement related activities and customer services.

Mr Di Carlo has contributed to the design and implementation of several successful initiatives undertaken by the Office in recent years such as the full digitalisation of the services offered to EUIPO users, the reshaping of the collaboration with national and regional IP offices of the EU through the Cooperation Fund and the Convergence Programme, the deployment of EU funded projects to enhance IP protection in third countries, and the establishment and development of the European Observatory on Infringements of Intellectual Property Rights.

Mr Di Carlo is a graduate in Law from Perugia University and holds an LLM in IP Law and a Master in Business Administration.



MATTHEW BASSIUR

Vice President, Head of Global Intellectual Property Enforcement for
Alibaba Group

Matthew Bassiur was named Vice President, Head of Global Intellectual Property Enforcement for Alibaba Group in January 2016. There he has established and oversees a team of intellectual property rights (IPR) professionals that leads Alibaba's engagement with international brands and retail partners, industry associations, government regulators, law enforcement agencies and other organizations to advance Alibaba Group's anti-counterfeiting and IPR protection efforts.

Matthew joined Alibaba from Pfizer, Inc., where he served as Vice President and Deputy Chief Security Officer. He oversaw Pfizer's anti-counterfeiting operations, large-scale investigations into criminal activity, physical security and crisis management for North, Central and South America.

Prior to his work with Pfizer, Matthew was Senior Director, Americas Region, and Counsel for IPR Enforcement at Apple, where his responsibilities included building and overseeing investigations of complex thefts, frauds, leaks, threats and cyber-related crimes, as well as developing and implementing Apple's civil and criminal anti-counterfeiting program.

Prior to joining Apple, he was a federal prosecutor in the Computer Crime & Intellectual Property Section (CCIPS) of the United States (U.S.) Department of Justice (DOJ), where he prosecuted large-scale, multi-jurisdictional IP crimes, and coordinated domestic and international IP enforcement training and outreach. During his tenure with CCIPS he also served as its Intellectual Property Liaison to Industry.



From 1998 to 2006, as an Assistant District Attorney in the Trial Division of the New York County District Attorney's Office under Robert Morgenthau, Matthew specialised in investigations and prosecutions of New York's trademark counterfeiting industry and Asian organised crime.

Matthew earned his J.D. from the University of Virginia School of Law in 1998 and was inducted into the Order of the Coif.



KAREN GHYSELS

Director, European Consumer Centre Belgium

Karen Ghysels is responsible for the European Consumer Centre in Belgium since 2013. ECC Belgium is part of a European network with colleagues in all the member states, Norway and Iceland. ECC's work closely together on a day-to-day basis to help consumers find a solution for their cross border consumer issue. The network is an initiative of the European Commission to increase consumer trust in the internal market. ECC services are free of charge for consumers.

She obtained a law degree at the University of Namur, Antwerp and Hull. She became director of the centre in 2013.



NATHALIE BERGER

Director, Competitiveness Coordination, DG GROW, European Commission

Nathalie Berger is Director for Competitiveness Coordination, Directorate-General for Internal Market, Industry, Entrepreneurship & SMEs (GROW), where she leads strategic work on competitiveness and public investment, public procurement, and intellectual property rights. She brings over 20 years of experience within the European Commission, having held senior roles in DG GROW, FISMA, REFORM and the Secretariat-General, covering areas such as industrial ecosystems, financial regulation, and structural reforms. Before joining the Commission, she worked as a legal adviser, consultant, and academic specialising in European law and political science. Nathalie Berger holds a Ph.D. in Public law (European law), Robert Schuman University.



ANDREY LUCAS MACEDO CORRÊA

Executive Secretary, National Council on Combating Piracy and Intellectual Property Crimes (CNCP), Brazil

Executive Secretary of the National Council for Combating Piracy and Intellectual Property Crimes at the Ministry of Justice of Brazil. Intelligence Officer at the Brazilian Intelligence Agency. Bachelor of Law from the Federal University of Uberlândia, Brazil, with degree recognition by the University of Lisbon, Portugal. Master in History and Politics from the Federal University of Uberlândia, Brazil, with degree recognition by the University of Évora, Portugal.



BRIGITTE M. DA COSTA-VILLALUZ

Director General, Intellectual Property Office of the Philippines (IPOPHL)

Born in Manila, Director General (DG) Brigitte M. da Costa-Villaluz is a lawyer and a practitioner in the Philippines for 28 years before she assumed her post at IPOPHL. She has extensive experience in intellectual property law, commercial law and family law.

Admitted to the Philippine Bar in 1997, DG da Costa-Villaluz obtained her Juris Doctor from Ateneo De Manila University School of Law in 1996. She obtained her Bachelor of Science in Economics from the University of the Philippines School of Economics in 1992.

DG da Costa-Villaluz started her legal career as an associate of De Borja Medialdea Bello Gueverra & Gerodias, followed by a 26-year stint at Poblador Bautista & Reyes Law Offices where she was a Partner until she set up her own law office.



SUVASHIS CHOUDHARY

Think Tank Member of the Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCADE) of the Federation of Indian Chambers of Commerce and Industry (FICCI) and the IPR Committee, India

Chief Security Commissioner, Delhi Metro Rail Corporation and Former Joint Commissioner of Police, New Delhi

Suvashis Choudhary is a senior IPS officer with 34 years of police service who has recently retired as Joint Commissioner of Police, Southern Range, Delhi Police. He has handled very challenging assignments from local police, traffic and security to anti-corruption and economic offences wing. He also served in the United Nations Peace-keeping Mission in Kosovo where he held a leadership position. Always willing to take risks and experiment, he has constantly endeavoured to find out-of-the-box solutions to law enforcement problems. He is interested in the use of technology for formulating law enforcement strategies.

He is a post-graduate in economics from Delhi School of Economics, an MBA from Faculty of Management Studies, Delhi and is currently pursuing a PhD at Indian Institute of Technology, Delhi. He is a recipient of President's Medal for Distinguished Service and the Police Medal for Meritorious Service for his invaluable service to the country. In 2019, he was awarded the Prime Minister's Silver Cup for standing first in the all-India essay competition on Evidence-based Policing.

He is presently the Chief Security Commissioner in Delhi Metro Rail Corporation.



SANG KON SHIN

Director General, Intellectual Property Protection and International Cooperation Bureau, Korean Intellectual Property Office (KIPO)

Mr. Sang Kon SHIN is a seasoned intellectual property expert with extensive experience in examination, policy, and international cooperation. He holds a degree in Mechanical Engineering from Yonsei University and a Master's in Public Administration from the University of York, UK. Since joining the civil service in 1996, he has held key roles across various divisions, ranging from patent examination to policy development. Over the years, he has contributed to the Precision Machinery Examination Division, the Knowledge Service Startup Division at the Small and Medium Business Administration, and the Patent Examination Policy Division. He also was appointed as an Administrative Judge at the IP Trial and Appeal Board, where he played a pivotal role in resolving IP disputes. In 2021, he gained international expertise as a guest researcher at the Center for Asia-Pacific Initiatives in Canada. He has since advanced into senior leadership positions at KIPO as Director General of the Machinery & Metals Examination Bureau and Planning & Coordination. Currently, Mr. Shin serves as Director General of IP Protection and International Cooperation Bureau in November 2024 to oversee the comprehensive process of establishing and managing policies for domestic and overseas IP rights protection and leading international IP cooperation and outreach activities.



CLAUDIA MARTÍNEZ FÉLIX

Deputy Head of Unit, DG GROW, European Commission

Claudia is Deputy Head of Unit in the Commission, DG GROW, Unit D3 on Intellectual Property Rights since 2021. Her Unit manages, develops and enforces a solid European intellectual property legal framework for all IP rights, including Trademarks, designs, patents, geographical indications, etc. Claudia leads the team responsible for the EU policy against counterfeiting, in particular, the Recommendation to combat counterfeiting and enhance IP enforcement (March 24), the EU Memorandum of Understanding on the online sales of counterfeits and the Directive on IP Enforcement (IPRED). She also leads the work on the new EU scheme for geographical indications for craft and industrial products and the ongoing co-decision negotiations in the area of patents, with a new EU Compulsory licensing scheme and a new supplementary protection certificates package. Supporting innovation and SMEs' access to, management and enforcement of IP rights, is also among her units' priorities.

Before that, she held various positions in the Commission, as Deputy Head of Unit on the Single Market and the free movement of goods, and as legal officer, on services and competition-related issues. Claudia has also worked as consultant and in the European Parliament. She is a Spanish lawyer specialised in EU law at the College of Europe, Bruges.



LAURA MIGUEL BAUMANN

Secretary-General, European Crafts Alliance

Laura Miguel Baumann is Secretary General of the European Crafts Alliance and a consultant for cultural, craft and creative industries. She has worked in both the private sector and in non-profit organisations and public bodies, especially in Spain, but also in countries such as Serbia and Belgium. For over fifteen years, she has managed projects that aim to strengthen and improve the competitiveness of the craft sector, as well as promote its values. She has participated in juries and has overseen numerous exhibitions.



MONTSERRAT GARCÍA-MONCÓ

Head of the Legal and Governance Affairs Unit, Community Plant Variety Office (CPVO)

Montserrat García-Moncó is the Head of the Legal & Governance Affairs Unit at the Community Plant Variety Office (CPVO). She joined the Office in 2016, after more than 10 years working as lawyer in different law firms specialised in intellectual property law in Barcelona. In the CPVO, she worked as legal advisor until her appointment in 2022 as Head of the Legal Service and, afterwards, as Head of the Legal Unit.

Montserrat García-Moncó has a law degree from the University Pompeu Fabra in Barcelona and a Master degree in Intellectual Property Law from the University of Alicante.



STEINAR MOWATT VALADE-AMLAND

Board Member, Danish Association for Legal Protection of Architecture, Design and Crafts

For more than a decade, Steinar Valade-Amland has acted as an independent consultant through his own set-up, Tjeinsj by THREE POINT ZERO, working for a wide range of private sector companies in or related to the creative industries, NGOs and public sector organisations, as well as for the European Commission, since he stepped down after twelve years as CEO of the Association of Danish Designers in 2012. He has played an active role in design policy, design practice and design education development - particularly on a European level, amongst others on behalf of BEDA (Bureau of European Design Associations).

Contributor to numerous articles and books on design thinking, design management and design protection, and author of *"INNOLITERACY – From Design Thinking to Tangible Change"*, as well as of *"Design: A Business Case – Thinking, Leading and Managing by Design"*, co-authored with Brigitte Borja de Mozota. Board Member at the Danish Association for Legal Protection of Architecture, Design and Crafts.



AGOSTINO BRIGANTE

Head of the Anti-counterfeiting and Product Security Group, Guardia di Finanza, Italy

Agostino Brigante, Head of the Anti-counterfeiting and Product Security Group, Guardia di Finanza, Italy

Colonel Agostino Brigante of Guardia di Finanza. Since July 2022 head of the Anti-counterfeiting and Product Safety Group in Rome, in charge, among the other tasks, of the implementation of the EU SAFETY GATE system – related to products detected as dangerous for consumers – and the Anticounterfeiting Information System (SIAC) through which the Corps exchange information with citizens and IPR holders.

He is point of contact for Guardia di Finanza Operational Actions within the EU EMPACT IP Crimes.

He joined the Corps in 1994. After the Military Academy and a Degree in law, he commanded local units in Sicily, Naples, Lombardia and Reggio Calabria. He served in the police international cooperation at the Guardia di Finanza Headquarters - II Department and as Deputy Operational Head of the Central Investigation Service against Organised Crime, in charge of the coordination of the main investigations into organised crime and the recovery of illicit assets.



EMMANUELLE DU CHALARD

Head of the Copyright Unit, DG CNECT, European Commission)

Emmanuelle Du Chalard works in the European Commission as Head of the Copyright Unit in DG CNECT. She has been working on EU copyright policy and legislation since 2014 and has contributed to the preparation and negotiation of the last copyright reform. Previously, she worked on internal market policies, in the unit responsible for regulated professions. Before joining the European Commission, Emmanuelle worked in a management consultancy. She holds a Master's degree from the Paris Institute of Political Sciences.



JAKOB KUCHARCZYK

Competition & IP Policy Lead, Europe, OpenAI

Jakob Kucharczyk is OpenAI's Europe Policy Lead for competition and intellectual property matters. He is based in Brussels and represents OpenAI's interests towards EU institutions and policymakers across Europe. Prior to joining OpenAI, he spent five years at Meta where he was responsible for all competition policy matters in EMEA. Before starting his in-house company career, Jakob was a VP for Competition & EU Regulatory Policy at the Computer & Communications Industry Association -- a trade body representing leading technology companies such as Google, Amazon, and Uber. He is an expert in regulatory policy in the high-tech Internet sector with a focus on competition, AI, copyright, and online platform policies. Jakob is a published author on EU lobbying and a frequent speaker at public events.



PÉTER LÁBODY

Vice President for Legal and International Affairs, Intellectual Property Office, Hungary

Péter Lábódy is the Vice President of the Hungarian Intellectual Property Office, overseeing legal and international matters. He served as Chair of the Council Working Party on Copyright during Hungary's recent EU Presidency, where he led a policy discussion on the relationship between generative artificial intelligence and copyright. Since 2019, Péter has been an officer of the Standing Committee on Copyright and Related Rights at the World Intellectual Property Organization (WIPO), serving as its Vice Chair and later as Acting Chair in 2024. In addition to his official roles, he is a researcher at the Information Society Research Institute in Budapest and a member of the Hungarian Copyright Experts Council.



HARRIE TEMMINK

Head of Service, Observatory, EUIPO

Harrie Temmink is the Head of Service "IP in the Digital World" at the European Union Intellectual Property Office, Observatory on Infringements of Intellectual Property rights since February 2023.

Previously he was deputy Head of Unit at the DG Internal Market, Industry, Entrepreneurship and SMEs (GROW) of the European Commission. His responsibilities included REACH (chemical substances); Intellectual Property and Fight Against Counterfeiting; Public Interest Services, as well as Online and Postal Services. Harrie also served as a Member of Cabinet of European Commissioner for Consumer Affairs Meglena Kuneva and as a Legal Secretary to the Court of Justice of the European Union. Before joining the EU institutions in 2000, he worked as a lecturer in Public Economic law at the University of Utrecht (The Netherlands) and as an advisor at the Netherlands Competition Authority.

Harrie has a Dutch Law Degree and a Spanish Language and Literature Degree from the University of Utrecht.



ANGELA MILLS

Executive Director, European Publishers' Council (EPC)

Angela leads the European Publishers Council (EPC), a high-level lobby group of Chairmen and CEOs of leading European media groups. EPC companies are delivering a diverse range of independently financed, professionally produced journalistically driven news, analysis and entertainment across all platforms bringing print or digital newspapers, magazines, journals, eLearning solutions, books and broadcasting to citizens across the EU and globally. Angela has led many successful lobbying and press campaigns in support of publishing and media businesses and has specialist knowledge of media policy, copyright, data protection, competition and advertising and has been closely involved with the development and promotion of effective self-regulation.

Angela holds a number of industry positions including the Chairmanship of the EDAA (European Digital Advertising Alliance) and the UK's Publishers' Content Forum, and is a member of the Boards of the News Media Coalition, EASA (European Advertising Standards Alliance), the UK Copyright Hub, and Reporters without Borders UK. In 1999 Angela co-founded Europe Analytica, based in Brussels, a public affairs consultancy specialising in the media, cultural and creative industries.



SOTIRIS ANAGNOSTOPOULOS

Secretary General for Commerce, Greece

Mr. Sotiris Anagnostopoulos, is the incumbent Secretary General for Commerce of the Ministry of Development. He assumed office on 1st June 2021.

Mr. Anagnostopoulos is a Structural Civil Engineer – National Technical University of Athens, graduate of the Department of Public Administration and Public Finance (Panteion University) and graduate of the National School of Public Administration. He is holding two Postgraduate Degrees on Project Management and on Structural Design and Finite Element Analysis. He has also received a scholarship for excellent academic performance by the "Alexandros Onassis" foundation.

Mr. Anagnostopoulos has undertaken several major construction projects including important buildings, hotels and industrial units and public infrastructure projects. He has also been a senior officer, in the Ministry of Development and Investments, in the field of Public Procurement.



PANAGIOTIS KANELLOPOULOS

Director General, Hellenic Industrial Property Organisation (OBI)

Panagiotis Kanellopoulos was born in 1979 in Athens, Greece.

He holds a bachelor's degree from the faculty of Philosophy, Pedagogy and Psychology of the National and Kapodistrian University of Athens and a bachelor's degree in Law from the Democritus University of Thrace.

He has been practicing Law for more than 10 years, with main areas of expertise the criminal, commercial, civil, and sports law.

He was appointed as the Secretary General for the Youth (2012 -2014) of the Ministry of Education.

He served as Municipal Ombudsman at the Municipality of Papagos-Holargos (2015- 2019).

He has been appointed as Director General of the Hellenic Industrial Property Organisation (OBI) since September 2019.

MODERATOR



DAVE KEATING

Journalist

Dave Keating is an American-European journalist who is the Brussels Correspondent for France 24. Previously he was the editor of EuropeanVoice.com, a side publication of The Economist. He is ranked as the [number one EU social media influencer for 2023](#), coming second in [2024](#) and [2022](#) and third in [2021](#) and [2020](#). Before arriving in Brussels in 2010, Dave covered the boardrooms of London, the US Congress in Washington, the cafés of Paris, the politics of Prague, the courtrooms of Chicago and the streets of New York City.



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