
“The challenge of Transshipment in IPR Protection” Breakfast Seminar – 2nd June, 2015

*Co-hosted by the European Chamber of Commerce in Hong Kong and
Hong Kong Customs and Excise Department*

Agenda

- 8.30-9.00am Registration and breakfast
- 9.00-9.15am Opening Remarks – *Albert Ho, Assistant Commissioner, Hong Kong Customs and Excise Department*
- 9:15–9:30am Brief Overview of Transshipment – Summary of EU data
- 9.30-11am Presentations from panelists
- Opportunities and loopholes of the legal arsenal
Alan Chiu, Partner, Hogan Lovells LLP
- Successful risk analysis and enforcement strategies
Y P Wong, Group Head (Intellectual Property Investigation (Operations), Hong Kong Customs and Excise Department
- Global scale issue requiring cross countries coordination
Eben Roberts, Deputy Attaché, DHS/ICE Homeland Security Investigations
- What is at stake and importance of a public/private partnership
Stanislas Barro, Senior Brand Protection Manager, Kering Asia Pacific Limited
- 11.00-11.15am Coffee Break
- 11.15-12pm Panel discussion – *Moderator: Annika Hiltunen, EBPC*

YP Wong, Deputy Head of the IP Investigation Bureau (IPIB), Hong Kong Customs



YP Wong has been with Hong Kong Customs as an Inspector since 1988. He was attached to the Office of Information Technology (OIT) of Hong Kong Customs for 10 years after serving as an investigator in dealing with international smuggling activities. During his time at OIT, he was responsible for running the Forensic Laboratory and the Computer Analysis and Response Team (CART) of Hong Kong Customs. He received computer forensic training in the USA and Hong Kong and he is currently the Deputy Head of the Intellectual Property Investigation Bureau (IPIB) of Hong Kong Customs. He is currently in charge of the Electronic Crime Investigation Centre (ECIC) which is tasked to conduct research on various electronic crimes and provide IT training to enforcement officers in relation with IPR related cybercrimes.

Louise Ho, Head of Intellectual Property Investigation Bureau, Hong Kong Customs



Ms Ho has joined the Hong Kong Customs for more than 20 years. She is now the Head of the Intellectual Property Investigation Bureau, who oversees and controls the investigative and operational activities of the Bureau, including initiation and formulation of policies and strategies for better effectiveness and efficiency in the work. Prior to joining the Bureau, she was the overall commander of the Rail and Ferry Command which performs enforcement and control duties of cross-boundary passengers at the six rail and ferry control points across the territory.

Ms Ho spent most of her career life in drug investigation and financial investigation. She holds a Master Degree in Public Administration.

Eben Roberts, Deputy Attaché, DHS/ICE Homeland Security Investigations

Mr. Eben Roberts is the U.S. Immigration and Customs Enforcement (ICE), Homeland Security Investigations (HSI) Deputy Attaché in Hong Kong, with regional responsibility for Hong Kong, Taiwan, and Macau. HSI Hong Kong investigates a wide range of crimes, including counter-proliferation networks, commercial fraud, intellectual property rights (IPR) violations, money laundering, human smuggling and trafficking, child exploitation, and international narcotics trafficking.

Prior to joining the HSI Hong Kong team, Mr. Roberts held various roles in HSI headquarters and served as an ICE Fellow on Capitol Hill where he investigated government waste, fraud and abuse. Before arriving at headquarters in 2008, Mr. Roberts worked at the HSI New York office as a member of the El Dorado Task Force, a multi-agency ICE-led organization targeting money laundering in the New York area. While there, Mr. Roberts specialized in money laundering and worked an array of complex financial investigations linked to organized crime; telemarketing, bank, wire, and benefit fraud; and narcotics trafficking. Mr. Roberts holds Bachelor's degrees in Economics and Accounting from the College of William and Mary. He also holds a Master of Science (MS) in Criminal Justice from American University and a Master of Business Administration (MBA) from the Kellogg School of Management at Northwestern University.



Stanislas Barro, Senior Brand Protection Manager Kering Asia Pacific Limited



Stanislas joined Kering Asia Pacific in 2012 as Group Senior Brand Protection manager. He is based in Hong Kong and oversees the intellectual property and brand protection activities of the Luxury and Sport & Lifestyle divisions of the group in the Asia Pacific region. Kering has a portfolio of over 20 brands such as Gucci, Bottega Veneta, Saint Laurent, Balenciaga and Puma. Previously, Stanislas worked as a Senior Associate in the Dubai and Ho Chi Minh offices of a Global IP consultancy. Stanislas studied IP Law in France, where he graduated and started his career in the French Luxury industry.

Throughout the years Stanislas represented several industries including luxury, sport, pharmaceuticals, software and tobacco on a vast array of IP matters ranging from commercial, portfolio, enforcement to litigation in Asia Pacific and the Middle East regions.

Alan Chiu, Partner, Hogan Lovells LLP

Alan Chiu is a Partner of Hogan Lovells. He is an experienced IP litigator who handles a full spectrum of contentious and advisory intellectual property work in both Hong Kong and China, with a focus on IPR enforcement and anti-counterfeiting actions. He has handled a number of headline IP civil litigation in Hong Kong and cross-border brand disputes for clients in the fashion, luxury goods, cosmetic, pharmaceutical, construction, technology, tire, and food and beverage industries. He works closely with the Hong Kong and China Customs and has handled over 400 customs seizure cases in the Greater China Region. With a computer forensic background, he also advises on domain names, social media issues, cyber-security and other Internet regulatory issues.

Alan currently serves as a member of the China Subcommittee of the INTA Anti-Counterfeiting Committee and a member of the Technology Committee of the Law Society of Hong Kong. He is an accredited mediator and has been appointed Adjunct Professor of Law by the Hong Kong Shue Yan University. Alan is recognized as an IP Star by Managing IP in patent litigation in Hong Kong in 2014 and in trademark litigation and anti-counterfeiting in China in 2015.



Annika Hiltunen, EBPC, Corporate Law, Fintrade-Mercer

Ms. Hiltunen has managed direct foreign investments and market entries into China at various industrial fields and is specialized in Intellectual Property Rights, structuring international corporate formats, establishment of China entities and holding company formations for foreign investors targeting the China market. Her major clients have included a number of global investment funds, brands and corporations.

