

13rd edition

INTERNATIONAL SEMINAR

ANTI-COUNTERFEITING INTELLECTUAL PROPERTY

&

THEIR IMPACT ON THE ECONOMY
CONSUMERS, HEALTH, SAFETY and
THE ENVIRONMENT

*Impact of social networks, the contribution of Artificial
intelligence
the importance of recycling*

ALGIERS 12 & 13 juin 2024

Organised by :



CABINET MAP

CABINET JURIDIQUE

Our partners :





SEMINAR PRESENTATION

Algeria has become a major player in the fight against counterfeiting, given its geographical location as a bridge between the European continent and Africa.

This seminar :

- Will be an opportunity to highlight the multiple comparative advantages of Algeria in a global economy changes.
- Is a way to display positive developments in regulations establishing the protection of intellectual property for the preservation of creations and innovations.
- Will also aim to exchange with representatives of international institutions and right holders representatives to support protective arrangements that rights holders may avail themselves of.
- Will be an opportunity for the Algerian authorities to take knowledge of the evolutions of the arrangements that are deployed by their counterparts abroad to respond.
- The challenges are more and more numerous with the use of new technologies including AI and social networks.
- Will allow to exchange and highlight the importance of the strengthening of cross-border cooperation through the exchange of information between institutions and authorities to limit the actions of counterfeiters and enable the preservation and protection of the respective public interests.
- Will also be an opportunity to highlight the new opportunities that are offered, such as agreements reached by Algeria following its accession to the AFCFTA or the creation of the new free zone between Algeria and Mauritania.



OVERVIEW OF TOPICS COVERED

2024 SEMINAR

- Criminality, social networks and internet. The unsuspected impact use of counterfeit software and Hardware.
- Specific cases: brand protection and its implications.
- Domain name and company names
- Real-life Cases and solutions suggested.
- Adoption of anti fraud and anti crime measures . Fight against the informel market in the field of anti- counterfeiting.
- Fight against Counterfeiting : Economic and Environment consequences and ravage
- Simplification of customs procedures Benefit for the authorities and rights holders.
- Focus on the importance of IG/AOC/AOP names
- The AI in our daily lives. The importance of harmonising International regulations
- New regulations and implementing decrees related to the destruction of counterfeit goods in Algeria.



ANTI-COUNTERFEITING SEMINAR

Program of 12 juin 2024

The program will include several highlights.

The National Algerian Authorities can enlighten and allow us, each in its field of competence to put forward their objectives.

It is equally important to inform the participants that counterfeiting is now prescribed as an absolute prohibition whose only destination is the destruction at the expense of the counterfeiters. The presentation of concrete operations carried out in this field will be presented.

During workshops, public and private sector operators will be able to share their experiences and needs in order to be able to be more productive and active locally. IP rights is a major challenge as well as anti-counterfeiting to allow the development of a healthy, virtuous and productive economy.

The signing of a protocol agreement between the public and private sector will be a major step forward and allow an optimisation of the fight against counterfeiting and the promotion of IP rights in Algeria.

OFFICIELS Guests

- Ministry of commerce
- Customs Department
- Ministry of Industry
- Ministry of justice
- Ministry of culture
- Ministry of Start up
- Police department
- La gendarmerie
- Combating Fraud department
- Algerian accreditation body
- WIPO
- INAPI
- Algerian Institute of Standards
- Algerian National Trade register center
- Nation Chambre of Judicial Officers
- United States Patent and Trademark Office
- ESM : High School of Justice
- The Algerian National institute of Industrial Property
- L'ANVREDET
- The French National Institute of Industrial Property
- Algeria venture
- NIC.DZ: Network Internet Center.dz

Expected SPEAKERS

- UNILEVER
- UNIFAB
- INPI
- BPG
- AHK
- Hager
- Legrand
- Stellantis
- Decathlon
- Tayal
- Cabinet MAP ...

Session of de signatures of Protocol agreements between the right holders and the officials.

This session will be organised in order of the reinforcement, the engagement and the cooperation between the right holders and the authorities, to facilitate the fight of counterfeiting on the Algerian National territory.

GENERAL PROGRAMME

OF THE EVENT

The challengers of anti-counterfeiting and I.P. law

DETAILS ON THE TOPICS COVERED

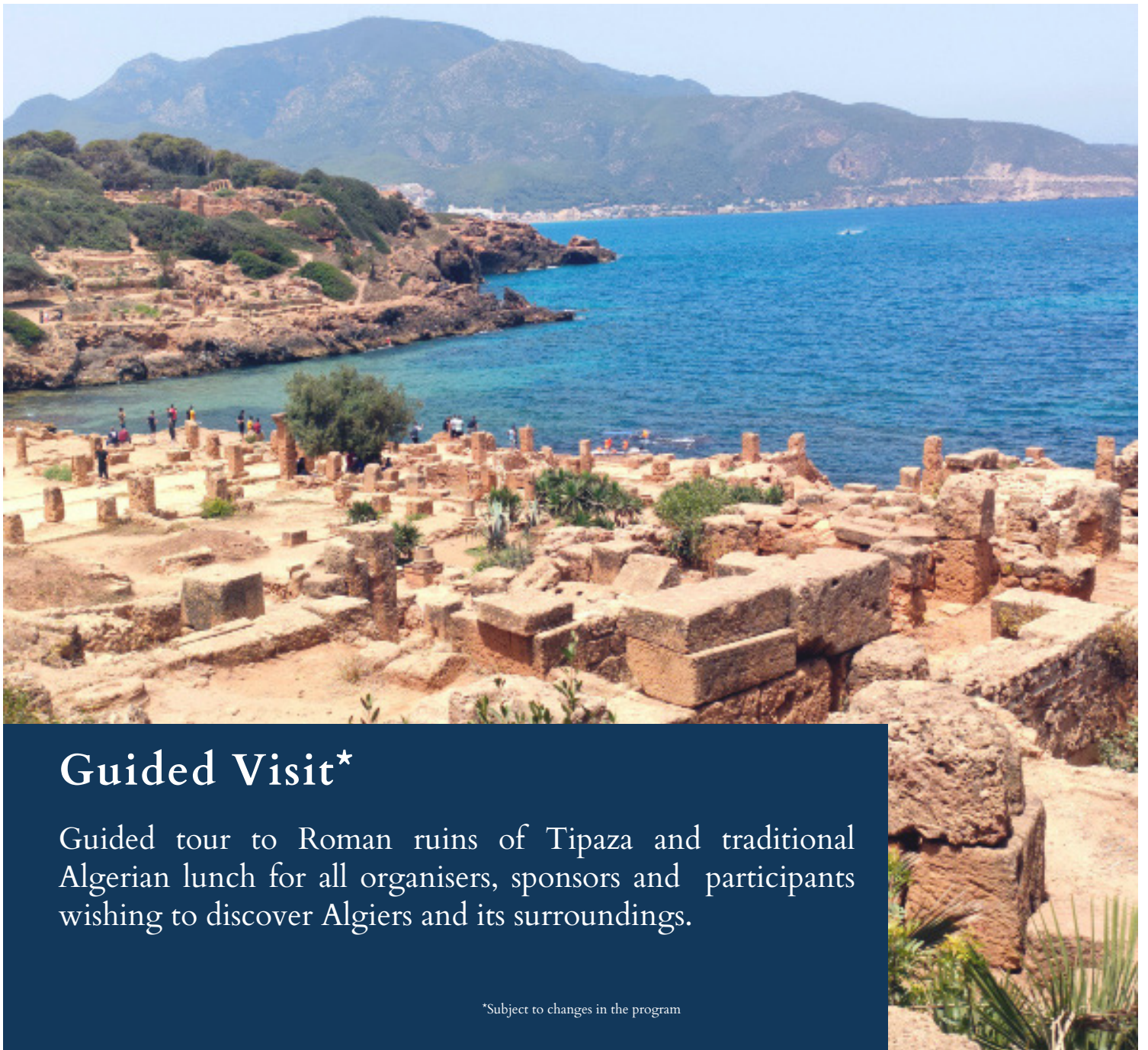
- Counterfeiting is a scourge that has dramatic consequences and ravages entire sectors and sections of the formal economy. Counterfeiting represents a significant loss of revenue for public finances and to the creation and innovation.
- The Algerian Ministry of Commerce and Customs have set up a simplified regulatory system that allows to make the fight against counterfeiters simpler and cheaper for rights holders and Algerian taxpayers.
- The impact on the environment and ecology should not be overlooked. In deed, Algeria has made a major and considerable advance in the matter thanks to decree dedicated to the destruction of the counterfeit products. Projets related to the recycling and ecology of counterfeit products will be presented with pragmatic and concrete solutions to limite the impact of these dangerous and illicit products.
- Artificial Intelligence must not be left behind. The impact on our daily life and in term of regulation is unsuspected and unknown to the general public. The AI must be very quickly integrated into the reflexion at all levels. AI experts will be able to explain and enlighten us on the direct concerns we are facing and what to expect for coming years.
- The development of the African regulatory framework of DP rights between 2023 and 2024 deserves to be highlighted. These regulatory advancements allow to offer new business opportunities .

SHORT & MEDIUM TERM SOLUTIONS to be discussed

- Establishment of a framework law on anti-counterfeiting could be considered.
- The Optimization and strengthening of cooperation in order to make the fight against counterfeiters more effective.
- The consideration of the Artificial Intelligence must be systemically at all levels of reflexions.
- The creation of an observatory for IP rights for the African zone dedicated to the fight against counterfeiting, labelling and certifications, must enable exchanges between the private and public sectors.
- The regulatory reform on patents, designs and trademarks, by introducing a system of opposition that should replace the current examination system.
- Continuous training must be a priority. The public and private sectors as well as national and international offices must be able to exchange and train each other.
- The importance of GI (Geographical Indications), Standardisation and certification, must be highlighted, so that the national Algerian territory and heritage are recognised internationally at their fair value.
- Reflexion around the problems related to the registration of domain names and web hosting.

ANTI-COUNTERFEITING SEMINAR

Programme day 2



Guided Visit*

Guided tour to Roman ruins of Tipaza and traditional Algerian lunch for all organisers, sponsors and participants wishing to discover Algiers and its surroundings.

*Subject to changes in the program