

ALGIERS

NOV 2025

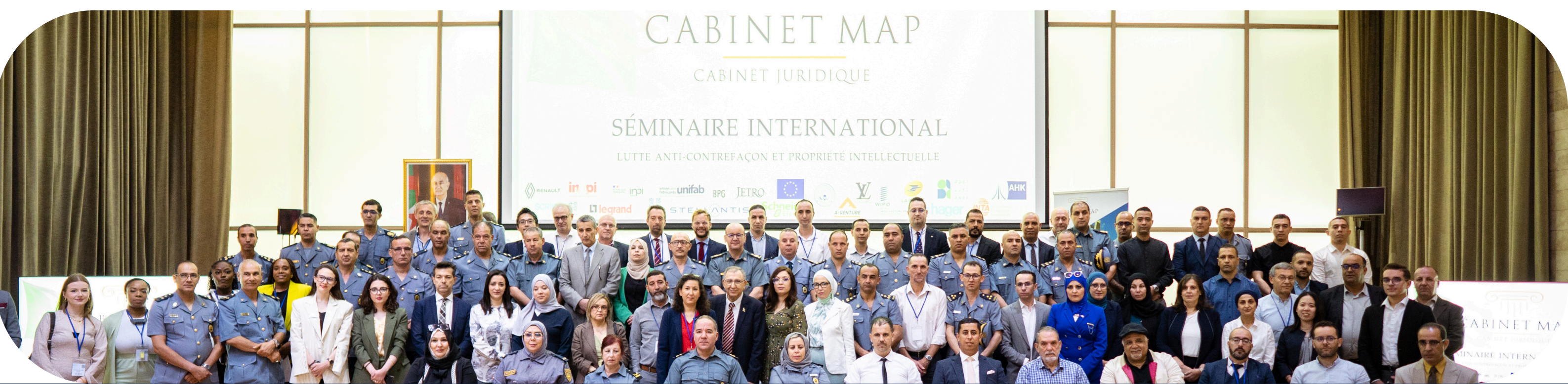
04 - 05

INTERNATIONAL SEMINAR

ANTI-COUNTERFEITING FIGHT & INTELLECTUAL PROPERTY COPYRIGHT

AI: Dangers & Solutions

Impact of Counterfeiting on the Economy
Challenges, Technologies, and Cooperation – Protecting
Consumers, Promoting Authenticity and Innovation for a
Sustainable and Competitive Economy



SEMINAR TOPICS

For this new 2025 edition, the day will be punctuated by several key moments:

The authorities will speak to present their areas of expertise in the recognition and protection of rights holders, both nationally and internationally. Their interventions will highlight the means and provisions applied to preserve legitimate rights, as well as the measures currently being developed. Participants will have the opportunity to present the actions taken and the results achieved.

It is important to emphasize that Algerian legislation on counterfeiting is constantly adapting to global developments. For instance, the new Customs Code establishes counterfeiting as an absolute prohibition, with destruction at the counterfeiter's expense as the only possible outcome. These advancements will be illustrated through the presentation of concrete case studies from the field.

The question-and-answer sessions will allow companies discovering our country to learn about the potential opportunities and benefits available to them. This seminar will also be an opportunity for our companies to connect with foreign businesses and organizations to initiate potential partnerships and collaborations.

Training and Experience Sharing:

This day will also be marked by enriching discussions with national and international experts, as well as with the College of Experts of the Greater Maghreb. These sessions will provide a platform to share information, particularly regarding advancements in new technologies such as artificial intelligence, which help detect and combat new counterfeiting practices. These experience-sharing sessions will unveil new tools and practices deployed to strengthen the fight against counterfeiting and protect innovation, expertise, creativity, and heritage preservation.

SEMINAR PRESENTATION

Seminar – Day 1: Focus on Strategic and Regulatory Challenges

9:00 – 9:30 | Welcome and Introduction

- Welcome speech and presentation of the seminar's objectives.
- Strategic issues in the Greater Maghreb region.
- Challenges related to counterfeiting and the protection of intellectual property rights.

9:30 – 10:30 | Session 1 – Regulatory Overview and Strategic Issues in Intellectual Property

- The consequences and impact of counterfeiting on the economy and environment: analysis of financial losses, impact on local and multinational companies.
- Crime and counterfeiting networks in the Greater Maghreb region: current situation and new anti-counterfeiting strategies.
- Market evolution and counterfeiters' adaptation: understanding new practices to better combat them.
- Harmonization of regional and continental regulations: the impact of the ZLECAF agreements on securing trade and distribution channels, including postal parcels, specialized couriers, freight, etc.

10:30 – 10:45 | Coffee Break

10:45 – 12:00 | Session 2 – Greater Maghreb Expert Panel: Evolution of the Region in Terms of IP and Anti-Counterfeiting Efforts

Multidisciplinary round table: « Protection Tools and Regulatory Challenges »

- Role of authorities and cross-border cooperation: control, seizure, and destruction of counterfeit goods.
- Use of new technologies for product traceability (blockchain, artificial intelligence).
- New challenges related to copyright and neighboring rights: copyright, licensing, heritage, etc.
- Best practices and feedback from rights-holding companies.
- Interactive discussions and participant Q&A.

12:00 – 13:00 | Lunch

13:00 – 14:15 | Session 3 – Practical Case Studies

- Concrete case studies: what solutions are available and what obstacles still remain to support authorities in the field?
- Recycling and destruction of counterfeit and non-compliant products: what are the sustainable and eco-friendly options?
- Practical exchanges and joint development of recommendations.

14:15 – 15:30 | Session 4 – IG, AOP, Labelling, Certifications, and Approvals

- The dangers of counterfeit products for consumer health: focus on medicines, cosmetics, and pesticides.
- Analysis of the most affected products and their direct impact on populations.
- Ensuring product authenticity and stimulating the local economy through IG, AOC, and PDO labels.
- Success stories and existing constraints.

15:30 – 15:45 | Coffee Break

15:45 – 16:45 | Session 4 – Future Outlook and Cross-Border Cooperation Strategies

- Summary of the seminar's discussions and outcomes.
- Definition of strategic directions to strengthen collaboration between authorities and rights holders.
- Final discussion on opportunities presented by regional integration (ZLECAF, free trade zones, etc.).
- Artificial intelligence: how to use it wisely.

16:45 – 17:00 | Seminar Closing

- Closing remarks and acknowledgements.
- Summary and key recommendations.

10:45 – 17:00 | Specialized training session for government officials, led by rights holders – Side Room

17:00 – 18:30 | Networking

18:30 – Evening Program Announcement

Algerian National Authorities:

- Ministry of Commerce
- Ministry of Post and Telecommunications
- General Directorate of Customs
- Ministry of Industry
- Ministry of Justice
- Ministry of Culture
- Ministry of Start-ups
- General Directorate of National Security (DGSN)
- National Gendarmerie
- Fraud Repression Service
- Algerian Accreditation Body

Institutions & Organizations:

- WIPO (World Intellectual Property Organization)
- INAPI (National Algerian Institute of Industrial Property)
- Algerian Institute of Standardization
- National Center for Algerian Trade Registry
- National Chamber of Judicial Officers
- ESM (Higher School of Magistracy)
- ANVREDET
- Algeria Venture
- ONDA
- NESE
- Consumer Protection Association

Companies & Partners

- AHK
- EABPA
- ACTAGM
- College of Experts of the Greater Maghreb
- Cabinet MAP
- EU IP Attaché Africa



INTERNATIONAL SEMINAR

CULTURAL EVENING & COMPETITION

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On the program:

- Fashion Show
- Exhibitions
- National Multidisciplinary Arts Competition
- Award Ceremony