



EUROPEAN COMMISSION
Directorate General Internal Market and Services

Intellectual Property
Fight against counterfeiting and piracy

Conference

Trade Secrets: Supporting Innovation, Protecting know-how

29 June 2012

Charlemagne Building, Rue de la Loi 170, 1000 Brussels

Provisional programme

08:30 - 09:30	Registration and welcome coffee
09:30 – 09:40	OPENING SPEECH by Jonathan Faull (<i>Director General, DG Internal Market and Services</i>)
09:40 -09:50	TRADE SECRETS AND EU POLICY by Jean Bergevin (<i>Head of Unit - Fight Against Counterfeiting and Piracy, DG Internal Market and Services</i>)
09:50 – 10:30	MISAPPROPRIATION OF CONFIDENTIAL BUSINESS INFORMATION – A CHALLENGE FOR COMPANIES IN THE EU? By Alain Berger (<i>Alstom</i>), Patrick Schriber (<i>DuPont de Nemours</i>) and Patrick Ozoux (<i>Michelin</i>)
10:30 – 10: 45	THE LEGAL FRAMEWORK IN THE EU by Sarah Turner (<i>Hogan Lovells</i>)
10:45 – 11:00	PROTECTION OF TRADE SECRETS THE GLOBAL PERSPECTIVE by Lorenzo de Martinis (<i>Baker & McKenzie</i>)
11:00 – 11:15	Coffee break
11:15-12:15	ROUNDTABLE 1 - ENFORCING TRADE SECRETS AGAINST MISAPPROPRIATION ; moderated by Alexander von Mühlendahl (<i>Bardehle Pagenberg</i>); with Dr. Björn Kalbfus (<i>Gleiss Lutz</i>); Lorenzo de Martinis (<i>Baker & McKenzie</i>); Robert Anderson (<i>Hogan Lovells</i>), <i>further participants to be confirmed</i>
12:15-12::45	THE ECONOMICS OF TRADE SECRETS , by Dr. Thomas S. Respass (<i>Baker & McKenzie</i>)
12:45 – 14:15	Lunch break
14:15 – 15:15	ROUNDTABLE 2 - TRADE SECRETS, INNOVATION AND COMPETITIVENESS moderated by Allen N. Dixon (<i>IIPTC</i>), with Dr. Thomas S. Respass (<i>Baker & McKenzie</i>); Simon Cheetham (<i>China IPR SME Helpdesk</i>) and Ruben Bonet, (<i>Fractus</i>)
15:15-15:45	SURVEYING THE INDUSTRY: PRESENTATION OF METHODOLOGY , by Prof. Luigi Alberto Franzoni, (<i>University of Bologna</i>)
15:45 – 16:30	General Debate
16:30 – 17:00	CLOSING REMARKS: WHAT NEXT? by Jean Bergevin (<i>Head of Unit - Fight Against Counterfeiting and Piracy, DG Internal Market and Services</i>)