



Consumer Protection Agency



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CLDP
COMMERCIAL LAW DEVELOPMENT PROGRAM



Ministry of Trade & Industry

**Consumer Protection Agency Awareness Event
Entitled
"Counterfeit Products: Are you ready to buy them & sell your
safety?"
Pyramisa Hotel
June 8-9, 2010**

June 8th: General Conference (Versailles Ballroom):

- 9:00AM **Registration**
- 9:30AM **Opening Ceremonies:**
- Mr. Saeed Al-Alfy, Chairman, Consumer Protection Agency**
- Minister Rachid Mohamed Rachid, Minister of Trade and Industry**
- 10:15AM **Break**
- 10:30AM **Panel I: Counterfeit Goods in the Egyptian market, Sectors Most Effected —
Experience of the Marketplace**
- Moderator: Dr. Hany Loka, President, Industry Automation & Drive Technologies,
Siemens**
- Mr. Mohamed Sultan, General Manager, Procter &Gamble.**
- Dr. Ahmed Fikry Abdel Wahab, Chairman FAW Industrial Group**
- Eng. Tarek Osman, Commercial Director, El Sewedy Cables**
- Mr. Mourad Nasr, Hoda Abdel Hadi & Partners**
- 11:45AM **Break**
- 12:00PM **Panel II: Enforcement—Practitioners in Public or Private Enforcement**
- Moderator: Mr. Saeed Alfy, Chairman, Consumer Protection Agency**
- Mr. Christopher Zimmerman, Coordinator, Fight against Counterfeiting and Piracy
World Customs Organization (WCO)**
- Dr. Hany Barakat, Head of Egyptian Organization for Standardization & Quality**
- General Dr. Mohamed Abou Shady, Head of the Internal Trade Sector**
- Mr. Ahmed Farag Seoudy, Head of the Egyptian Customs Authority.**

- 1:30PM **Lunch**
- 2:30PM **Panel III: Advice for Consumers in Identifying Counterfeit Goods, and Educating them about Safety Concerns**
- Moderator: Eng. Hossam Fawzy, Board Member of the Brand Protection Group in Egypt.**
- Mr. Mazen Ghanem, Robert Bosch Middle East FZE.**
- General Ahmed Fouly, Beiersdorf legal Representative**
- Mr. Chris Oldknow, Enforcement Policy Counsel, Microsoft Corporation (BASCAP member)**

June 9th: Workshop on Effective Anti-Counterfeiting Enforcement & Consumer Awareness (Pavillion Ballroom)

- 9:30AM **Moderator: Mr. Amr Fahim, Executive Director of the CPA.**
- 10:00AM **Dr. Alaa Ezz, Secretary General, Federation of Egyptian Chambers of Commerce "FEDCOC"**
- 10:30AM **Eng. Ashraf Dowidar, Deputy Head, Internal Trade Development Authority, ITDA**
- 11:00AM **Mr. Mazen Ghanem, Brand Protection Group International, Member.**
- 11:30AM **Break**
- 12:00PM **Mr. Ahmed Abdel Hady, Marketing Manager & Mr. Ayman Kamal, Head of legal department, Schneider-electric.**
- 12:30PM **Mr. Ashraf El Badawi, Assistant General Manager, Panasonic.**
- 1:00PM **Eng. Rafaat Masrouga, Head of the automotive committee, Consumer Protection Agency.**
- 1:30PM **Lunch**
- 2:30PM **Ms. Nermine Al Aly, Zaki Hashem & Partners office**
- 3:00PM **Workshop Closing Remarks and Presentation of Certificates**