



International Chamber of Commerce

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An ICC initiative

BASCAP

Business Action to Stop Counterfeiting and Piracy

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Meeting of the BASCAP Global Leadership Group
St. Regis Hotel, New York City -- 3 March 2008

AGENDA

07.30 – 08.30 Room: Louis XVI A	Welcome coffee and buffet breakfast <ul style="list-style-type: none"> • Opportunity for meet and greet • Press and media opportunities
08.30 – 11.30	BASCAP GLG Meeting: Room: Versailles
08.30 – 08.50	Co-chairs perspectives and priorities <ul style="list-style-type: none"> • Jean-René Fourtou • Nobuyuki Idei • Bob Wright
08.50 – 09.00	Program status and achievements <ul style="list-style-type: none"> • ICC Secretary General Guy Sebban
09.00 – 09.30	Characterizing the scale of the problem <i>Introduction>David Benjamin, Universal Music, and BASCAP Steering Committee Co-Chair</i> <ul style="list-style-type: none"> • Presentation by Michel Danet, Secretary General, World Customs Organization; followed by group discussion.
09.30 – 10.00	Country level activities <ul style="list-style-type: none"> • Presentation by Rick Cotton, NBC Universal, on BASCAP follow up to G8 Ministers and current country level efforts; followed by group discussion.
10.00 – 10.30	Consumer education and awareness <i>Introduction>Richard Heath, Unilever and BASCAP Steering Committee Co-Chair</i> <ul style="list-style-type: none"> • Presentation by Michael Keplinger, Deputy Secretary General, World Intellectual Property Organization; followed by group discussion.
10.30 – 11.00	Anti-Counterfeiting Trade Agreement (ACTA) <i>Introduction>Alan Drewsen, Executive Director, INTA</i> <ul style="list-style-type: none"> • Presentation by Ambassador Susan Schwab, U.S. Trade Representative; followed by group discussion.
11.00 – 11.30	Group discussion of BASCAP's main project areas and priorities
11.30 – 11.40 Room: Versailles	Group Photo
11.40 – 12.45 Room: Fontainebleau	Press Conference and interviews Press conference moderated by ICC Secretary General Guy Sebban.
13.00 – 14.30	Luncheon