



**AGENDA FOR THE JOINT PLENARY MEETING  
OF THE  
EU OBSERVATORY ON COUNTERFEITING AND PIRACY  
MADRID JUNE 10<sup>TH</sup> 2010**

**1. Opening Presentations:**

**1. 1. European Commission – Ms Margot Fröhlinger**

**1. 2. Spanish Presidency – Mr Alberto Casado Cervino**

**2. Overview of the Observatory's structure and work :**

**2.1. Observatory- Legal sub-group – Ms Margot Fröhlinger, Ms Ann Charlotte Soderlund (tbc)**

Preliminary findings of the evaluation of the implementation of the Enforcement directive and results of the work of the legal subgroup.

**2.2. Observatory - Statistics sub-group – Ms Margot Fröhlinger**

Presentations :

- OECD - current scene – **Mr Piotr Stryszewski**
- Observatory contract to assess the scope, scale and impact of counterfeiting and piracy in the internal market, through a defined methodology – outline of strategy, plans and areas of work

**2.3. Observatory - Public Awareness sub-group – Ms Margot Fröhlinger**

Presentations :

- ANDEMA study – **Mr Jose Antonio Moreno**
- BASCAP study – **Ms Paloma Castro**
- Eurochmbres – **Mr Paul Fournier**
- European Commission: Eurobarometer report – **Mr Ramon van Barneveld**

**3. Update on the stakeholder dialogues**

**3.1. Dialogue on the sale of counterfeited goods over the internet MoU – Ms Margot Fröhlinger**

**3.2. Dialogue on illegal up and downloading – Ms Margot Fröhlinger**

**4. Collaboration and Information exchange**

Siemens Report on rapid information exchange systems – results and conclusions

**5. Administrative structures and frameworks**

Presentations by Spain/UK/Hungary/Romania – structures and strategies  
Presentation of final draft 'Mapping' report  
Discussion and recommendations on the way forward

**6. Next Steps**