

Combating IP Infringement in the Digital Age – Challenges & Solutions

Strengthening Cooperation Against Online Counterfeiting and Fraudulent Advertising: From Detection to Enforcement

26 October 2026

08:30 – 09:00 | Registration & Welcome Coffee

09:00 – 09:30 | Opening Session

09:00 – 09:10 Welcome Address – EU Delegation

09:10 – 09:20 Keynote European Union Intellectual Property Office (EUIPO)

09:20 – 09:30 Keynote Japan Patent Office (JPO)

09:30 – 11:00 | Session 1: Fraudulent Advertising on Social Media and its impact on intellectual property protection

09:30 – 09:50 Mapping the Problem (the impact of social media on e-commerce)
EU-Japan IP Action

**09:50 – 10:10 From Infringement to Organised Crime: Understanding the IP
Crime Ecosystem – EUIPO Observatory**

**10:10 – 10:30 Cases where consumers are misled by fraudulent advertisements
and end up purchasing counterfeit goods from fake websites – Wacoal Holdings**

10:30 – 10:40 Questions and Answers

10:40 – 11:00 Private – public panel discussions on fraudulent advertising and
social media

11:00 – 11:20 | Coffee Break

**11:20 – 13:00 | Session 2: Counterfeit Goods Online – Tracking the Digital Supply
Chain and enforcement**

**11:20 – 11:40 IPR Border Enforcement by Japan Customs in the Face of E-
commerce Expansion – Customs and Tariff Bureau of Japan's Ministry of Finance**

11:40 – 12:00 From clicks to criminal networks. Connecting digital and physical intelligence to disrupt online counterfeiting. The Italian Guardia di Finanza's enforcement perspective

12:00 – 12:20 An introduction to IIPPF; and this year's IIPPF activities and priorities – JPO Overseas Business Support Office

12:20 – 12:40 Public-Private Cooperation in Practice: Connecting Enforcement Authorities, Platforms and Rights Holders – EUIPO Observatory

12:40 – 12:50 Questions and Answers

12:50 – 13:20 Private – public panel discussions on tracking the digital supply chain

13:20 – 14:30 | Lunch break

14:30 – 16:00 | Session 3: The benefits of using technological advancements such as AI in enforcement cooperation

14:30 – 14:50 AI-based detection systems for manga and anime – Japan Copyright Office, Agency for Cultural Affairs

14:50 – 15:10 AI-based detection systems to enhance the inspection of maritime containers – State Tax Administration Agency (AEAT) of Spain

15:10 – 15:30 Capacity-building activities and advanced tools for enforcement authorities to support MS enforcement authorities fighting IP Crime (EUIPO IP Enforcement Portal) – EUIPO Observatory

15:30 – 15:40 Questions and Answers

15:40 – 16:00 Private – public panel discussions on technology as an enabler of enforcement cooperation

16:00 – 16:20 | Coffee Break

16:20 – 18:00 | Session 4: Data free flow with trust (DFFT) and IP enforcement

16:20 – 16:30 Mapping the problem - Identification of obstacles and possible solutions with the help of technological advancements for free flow of data involving IPR in law enforcement and administrative actions.

16:30 – 17:00: Japan's initiatives on **Data Free Flow with Trust (DFFT)** – Digital Agency of Japan

17:00 – 17:20 Security concerns with building AI tools for enforcement and how to address them – State Tax Administration Agency (AEAT) of Spain

17:20 – 17:30 Questions and answers

17:30 – 17:50 Panel Discussions on Building Interoperable Frameworks

17:50 – 18:00 | Closing remarks

18:00 – 20:00 | Networking Reception