DRAFT SCHEDULE

WEDNESDAY - MAY 14, 2025

Registration and Badge Pick Up - 9:00am - 6:00pm
Networking Lounge Hours - 9:00am - 5:30pm
Networking Refreshments (beverages only) - 9:00am - 5:00pm
Exhibit Booths Open - 12:00pm - 5:00pm

10:00am – 11:00am **SME Task Force Meeting** (By Invitation Only)

10:00am – 11:00am **IACC LatAm Working Group Meeting** (Open to All)

11:00am – 12:00pm **First Time Attendee and New Member Mixer** (By Invitation - RSVP Required)

12:00pm – 5:30pm **Concurrent Breakout Sessions** *Additional Sessions Forthcoming*
Networking Break at 2:30pm – 3:00pm

12:00pm – 1:00pm (Boxed lunch provided to session attendees)

SESSION A - Trends in Enforcement in Latin America – Part 1

SESSION B - Brand Protection Teams I: Starting from the Ground Up

1:15pm – 2:15pm

SESSION A - Brand Protection Teams II: Taking a Mature Brand Protection Team to the Next Level

SESSION B - Building and Protecting Your Brand on Alibaba

3:15pm – 4:15pm

SESSION A - Trends in Enforcement in Latin America – Part 2

SESSION B - Brand Protection Teams III: Resource Optimization

SESSION C - Case Study - Balancing Virality: Battling Counterfeits While Scaling Growth

SESSION D - Workshop Roundtable Dialogues
Confirmed Hosts: Alibaba, Amazon, eBay, Mastercard, Meta, Shopee, TEMU, Tencent, Walmart

4:30pm – 5:30pm

SESSION A - Case Study – From Clues to Convictions, Injunctions and Judgments: Lessons in Combating $350 million of Counterfeit HIV Medication Through Innovative Investigative and Litigation Tactics

SESSION B - Mining the Internet – Making OSINT, LOCINT, AI and Other Investigative Online Tools Work for Brand Protection

SESSION D - Workshop Roundtable Dialogues
Confirmed Hosts: Alibaba, Amazon, eBay, Mastercard, Meta, Shopee, TEMU, Tencent, Walmart

5:30pm – 7:30pm   **Welcome Reception**
Staff will check for conference badges at the entrance. Attendees must pick up badge before the reception.

THURSDAY - MAY 15, 2025

Registration and Badge Pick up – 7:30am - 5:00pm
Networking Lounge Hours - 8:00am - 5:00pm
Networking Refreshments (beverages only) - 9:00am - 5:00pm
Exhibit Booths Open - 8:00am - 5:00pm

8:00am – 9:00am	**Networking Breakfast and Task Force Meetings**
9:00am – 12:30pm	**Keynotes and Panel Sessions**
12:30pm – 2:00pm	**Networking Lunch**
2:30pm – 5:00pm	**Concurrent Breakout Sessions**

2:30pm – 3:30pm

SESSION A – Case Study - Detecting the (Nearly) Undetectable: Specialized's Fight Against Fake Websites

SESSION B - Case Study – Online to Offline with Amazon CCU: Lessons with Uber

3:45pm – 4:45pm

SESSION A - The Evolution of Copyright and Piracy: Civil and Criminal Enforcement and Global Trends

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Badges are required to access all IACC conference areas and functions throughout the conference period.

SESSION B – Case Study - Lessons in Taking Down Organized Crime in Counterfeit Pharma in Mexico through Strategic Collaboration and Targeting of Principal Actors

5:00pm – 6:30pm   **IACC Board of Directors Meeting**

Badges are required to access all IACC conference areas and functions throughout the conference period.

FRIDAY - MEY 16, 2025

Registration Desk – 9:00am - 1:00pm
Networking Lounge Hours - 9:00am - 2:00pm
Networking Refreshments (beverages only) - 9:00am - 2:00pm
Exhibit Booths Open - 9:00am - 12:00pm

9:00am – 10:00am	**Networking Breakfast**
10:00am – 1:00pm	**Keynotes (Part II), Fireside Chats and Panels**
1:15pm	**Closing and Conference End**

Badges are required to access all IACC conference areas and functions throughout the conference period.