



## **MEDIA ADVISORY**

### **International Business Leaders Seek G8/G20 Action on Counterfeiting and Piracy**

#### ***Heritage Minister James Moore to Address Copyright Reform at Pre-G8/G20 Anti-Piracy Conference in Toronto***

**Toronto, June 21, 2010** – James Moore, Minister of Canadian Heritage and Official Languages, will speak on copyright reform at a June 22 business conference on piracy and counterfeiting, in Toronto.

The conference, organized by the International Chamber of Commerce and Canadian Intellectual Property Council, will draw attention to the urgent need for action by G8 and G20 leaders against intellectual property (IP) theft. An international expert panel on IP protection will highlight recent studies on the impact of IP theft on G20 governments, businesses and consumers, and measures G8/G20 governments should take against counterfeiting and piracy.

**When:** Tuesday, June 22, 2010

12:40 – Minister Moore's speech

13:30 – International panel discussion on IP theft, impacts and counter-measures

**Panelists:**

- Jean Rozwadowski, Secretary General, International Chamber of Commerce (impact of IP theft on G20 governments, businesses and consumers)
- Dr. George Barker, Director, Centre for Law and Economics, College of Law, Australian National University (IP, innovation and economic growth)
- Sylvie Forbin, Vice President, Public and European Affairs, Vivendi (digital piracy in the EU)

**Moderator:** Graham Henderson, President, Canadian Recording Industry Association

**Where:** Toronto Board of Trade, 1 First Canadian Place (King & Bay), Toronto

A news release and other media materials will be issued at the event.

#### **About the International Chamber of Commerce**

International Chamber of Commerce (ICC) is the voice of world business, championing the global economy as a force for economic growth, job creation and prosperity.

#### **About the Canadian Intellectual Property Council**

The Canadian Intellectual Property Council (CIPC) is a Canadian business coalition designed to provide a central voice to press for stronger intellectual property protection both in Canada and worldwide.

For more information: Don Hogarth  
Hogarth Communications  
416-565-8920  
don@hogarthpr.com

Alba Rooney  
ICC Communications  
+33 1 49 53 28 22  
Alba.rooney@iccwbo.org