



PERU SEMINAR & PRODUCT IDENTIFICATION FAIR

EXCLUSIVE FOR MUNICIPAL GOVERNMENTS AND
IP POLICE OF LIMA AND CALLAO.

LIMA

JUNE 11, 2026

ORGANIZED BY:



PERÚ

Ministerio
de la Producción



Comisión de
Lucha contra los
Delitos Aduaneros
y la Piratería

SPONSOR:

IACC
INTERNATIONAL ANTI-COUNTERFEITING COALITION

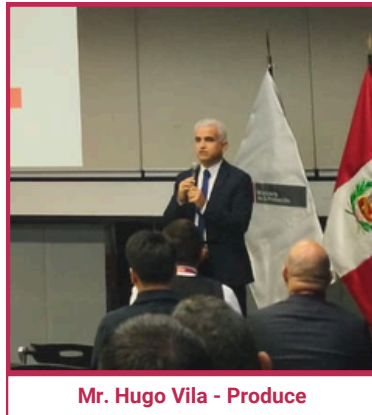
ADDRESSED TO:



Municipal governments and IP Police
of Lima and Callao.

EVENT DESCRIPTION

In commemoration of World Anti-Counterfeiting Day, the Commission Against Customs Crimes and Piracy of the Ministry of Production held a seminar and product identification fair on June 11, 2026, for municipal and law enforcement authorities. A total of 61 officers attended the event.



Mr. Hugo Vila - Produce



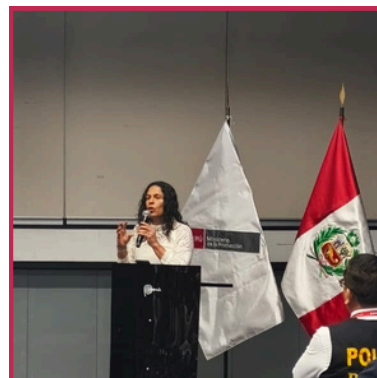
Mr. Victor Alvarez

The seminar was opened by Mr. Hugo Vila and Mr. Víctor Álvarez, Secretary and Advisor, respectively, of the Commission Against Customs Crimes and Piracy of the Ministry of Production, who delivered the welcoming remarks.

The following representatives participated as speakers:

- Mr. Martín Moscoso, representative of the Ministry of Foreign Trade and Tourism (MINCETUR);
- Mr. Antonio Moreti, representative of the Peruvian Book Chamber;
- Mr. Gilbert Volta, representative of the Peruvian Trademark Office (PTO);
- Mr. Orlando Ardito, representative of the Trade Association of International Electrical Products Companies of Peru (IPEI); and
- Mr. Carlos Ortiz, representative of the IP Police (DIVIDCI).

Mrs. Adriana Barrera, Managing Partner at BARLAW – Barrera & Asociados and representative of the International Anti-Counterfeiting Coalition (IACC), provided an overview of the coalition alongside an analysis of emerging counterfeiting methodologies and recent market trends.



The event then transitioned to a Product Identification Fair, during which the BARLAW team and representatives of other participating institutions provided practical guidance on identifying authentic products and detecting counterfeits.



The seminar concluded at approximately 12:00 p.m., successfully equipping participants with actionable insights to enhance local intellectual property enforcement.





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