

Conference: “Best practices in the fight against counterfeiting and piracy in the digital age”



Vincent Perriard is a brand specialist with more than 20 years of experience in the luxury and fashion industries. Vincent is globally recognized as a luxury influencer, having filled diverse leadership roles with Audemars Piguet, HYT, Swatch Group and others. Drawing from his extensive marketing experience, Vincent spearheaded brand strategies for some of the most powerful and successful fashion and luxury brands in the world. He is a seasoned executive and entrepreneur, having founded major advisory firms in Europe. As a founding partner of the ORIGYN Foundation, Vincent leads ORIGYN Luxury and serves as an ambassador for the organization’s brand and marketing practice across sectors.



Thomas Steinemann - the entrepreneur from Basel has been active in the watch industry for over 40 years. Thomas Steinemann successfully positioned the American brand Fossil in Switzerland and Europe. From 1994 onwards, he launched innovative products and campaigns with his own company, NO-time ag, which attracted international attention. In 2010, Thomas Steinemann took over Switzerland's oldest Swiss watch factory, which was founded in Le Locle in 1785: DuBois et fils produces limited luxury watches, which since 2021 have also been linked to the latest NFT and blockchain technology. Each watch is thus led into the digital future in a special way.



Luca Brunoni holds a Master of Law and a Master of Arts in English and American Literature. He works as an assistant professor at the Institut de lutte contre la criminalité économique (ILCE), where he also teaches English and American law. His main fields of interests are Law and new technologies. Law and popular culture, American and English law, Business law, and IP law.



Ruth Mosimann is Head of Market control illegal Medicines for Swissmedic, the Swiss Agency for Therapeutic Products. Prior to joining Swissmedic, Ruth worked for pharmaceutical industry. She worked as a manager or project manager in development divisions (clinical supplies) for three major international companies. In May 2006 she started to work for Swissmedic as a scientific officer responsible for falsifications and illegal trade within Switzerland. One year later, a new unit for market control of illegal medicines was created and Ruth was promoted to head this unit. Her unit is active in enforcement against illegal import, distribution and manufacturing of medicinal products, and is the Swiss contact point for illegal medicines. Ruth represents Switzerland in various international groups concerning illegal medicines. From 2008 to 2016 she was Vice-Chair or Chair of a Committee of Experts within the Council of Europe and currently she is member of the board of the “Permanent Forum on International Pharmaceutical Crime”



Nicolas Florin has been working in the field of digitalization of supply chain processes for many years. Within the scope of his long-standing position as Managing Director of the non-profit organization GS1 Switzerland, he has participated in national and international committees on topics such as UDI (Unique Device Identification) or FMD (Falsified Medicines Directive). As managing director of the Refdata Foundation, he is committed to the clear referencing of products and partners in the health care sector and thus promotes efficient cooperation between all players, including the authorities. And as Managing Director of SMVO Swiss association for the verification of medicines and SMVS Swiss company for the verification of medicines limited, he is responsible for the introduction of a national repository system for Switzerland and Liechtenstein in the context of FMD. Prior to that, he worked for the Galenica Group for more than 10 years, first as Head of Controlling for the wholesaler Galexis and finally as Managing Director for the Alloga Group , which operates throughout Europe."



Vincent Salvadé studied law at the University of Lausanne. After writing a doctoral thesis in civil procedure under the supervision of Professor Jean-François Poudret ("Dénouement d'instance et appel en cause. Etude de droit fédéral et de procédure civile vaudoise", 1995), he devoted himself to copyright law within the cooperative of authors and music publishers SUISA. He has been its Deputy CEO since 2010. At the same time, Vincent Salvadé has been teaching at the University of Neuchâtel since the academic year 2010-2011 and will become an associate professor in 2019. He teaches a course entitled "Domain Names, Copyright and the Internet".



David Stärkle is managing the Association Swissness Enforcement and is responsible for the Enforcement activities of the IPI Office Switzerland in regard to Swissness abuse in Switzerland and abroad. He also works as a lecturer of International IP Law at the ZHAW Winterthur. Prior to joining the administration.

Mr. Stärkle worked for a legal protection insurance. He holds degrees of the University of Zurich and Bern.