



**AGMA EMEA Council Meeting  
Hosted by Cisco  
New Square Park, Bedfont Lakes, Feltham, Surrey**

**AGENDA  
Monday, September 14, 2007**

Welcome & AGMA Opening Remarks  
Legal Anti-Trust Statement/Reminder

Welcome from Cisco

Roundtable Participant Introduction

Best Practices for Brand Protection  
Trends and Issues in Emerging Markets

Microsoft Windows Advantage Initiatives

Discussion on AGMA  
AGMA Online Auction Solution

Industry Lessons Learned In  
Addressing Manufacturer Best Practices

**LUNCH**

AGMA EMEA PR Working Session  
Tips on Addressing Gray Market Fraud &  
Parallel Import Cases

Sun's Grey Market Case Against Amtec

**BREAK**

Service Abuse Impact on Gray Market

AGMA Brand Protection/Licensing Mini-Survey  
Report & Discussion on ROI Metrics

Regional Council Updates  
Closing Statement & Next Meeting Planning