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## **SUB-REGIONAL SEMINAR**

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**WIPO-ASEAN/IP/SIN/14/INF/1. PROV  
ORIGINAL: ENGLISH  
DATE: AUGUST 6, 2014**

## **Maximizing the value of patent-related platforms, tools and services for ASEAN**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Singapore Cooperation Programme (SCP)

and with the assistance of  
the Intellectual Property Office of Singapore (IPOS)

**Singapore, August 25 and 26, 2014**

PROVISIONAL PROGRAM

*prepared by the Secretariat*

Monday, August 25, 2014 – Venue: WIPO Singapore Office

- 9.45 – 10.00 Registration
- 10.00 – 10.30 Opening ceremony
- Opening remarks by:
- Dr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO)
- Mr. Tan Yih San, Chief Executive, Intellectual Property Office of Singapore
- Official photograph
- 10.30 – 10.45 Coffee Break
- 10.45 – 11.45 **Topic 1: The ASEAN Patent Examination Cooperation (ASPEC) and its benefits for innovators, patent professionals, and IP Offices**
- Speakers:
- Mr Eric Toh, Manager, Registry of Patents, IPOS
  - Mr Akimichi Tanabe, Japanese Patent Attorney, Felicite IP Consulting Singapore
  - Mr Kristian Robinson, Director, Spruson & Ferguson Asia and President, Association of Singapore Patent Attorneys
- 11.45 – 12:30 **Topic 2: WIPO's patent-related platforms, tools and services for innovators, patent professionals, and IP Offices**
- Speaker: Mr. Matthew Bryan, Director, Patent Cooperation Treaty Legal Division, WIPO
- 12.30 – 13.30 Lunch Break
- 13.30 – 15.00 **Topic 3: Experience with WIPO's patent-related platforms, tools and services: ASEAN IP Offices, patent professionals, and universities/R&D centers**
- Speakers:
- Dr Xie Rongguo, Patent Examiner, Search and Examination Unit, IPOS
  - Ms. Le Thi Kim Dzung, Partner, Vision & Associates, Vietnam
  - Prof. Roberto Pagulayan, Executive Director, Center for Research and Development, Angeles University Foundation, Philippines
- 15.00 – 16.00 **Topic 4: International Collaboration: how the Patent Cooperation Treaty (PCT) is becoming an even more powerful tool for pursuing multinational patent protection**
- Speaker: Mr. Matthew Bryan, Director, Patent Cooperation Treaty Legal Division, WIPO

16.00 – 16.20	Coffee Break
16.20 – 17.00	<b>Topic 5: Services provided by WIPO's Arbitration and Mediation Center</b>
	Speaker: Mr. Erik Wilbers, Director, WIPO Arbitration and Mediation Center
17.00	WIPO Reception

Tuesday, August 26, 2014 – Venue: Marina Bay Sands Convention Centre

9.00 – 9.05	<b>Opening of IP Week @ SG 2014</b>
	<b>Welcome Remarks</b>
	Speaker: Mr. Tan Yih San, Chief Executive, IPOS
9.05 – 9.15	<b>Opening Address by Guest-of-Honour</b>
	Speaker: Mr. K Shanmugam, Minister for Foreign Affairs/Law
9.15 – 9.20	<b>Launch of IP Valuation Centre</b>
9.20 – 10.20	<b>Keynote address and Panel Discussion 1: Global IP Landscape</b>
	Speakers: - Dr. Francis Gurry, Director General, WIPO - Mr. Mr Hitoshi Ito, Japan Patent Office, Commissioner - Mr. Brian Hinman, Chief IP Officer, Philips - Mr. Todd Dickinson, Former Director of USPTO
	Moderator: Mr. Geoffrey Yu, Adjunct Professor, Lee Kuan Yew School of Public Policy, National University of Singapore
10.20 – 10.40	Coffee break
10.40 – 11.40	<b>Keynote Panel Discussion 2: Capturing Asia markets through intellectual property</b>
	Speakers: - Mr. Kenichi Nagasawa, Group Executive of Corporate IP & Legal HQ, Canon - Mr. Ben Wang, Head of Patents, Unilever, Shanghai - Mr. Murali Neelakantan, Global General Counsel, CIPLA - Mr. Kenneth K. Cho, Attorney, Kim & Chang
	Moderator: Ms. Toe Su Aung, Co-founder and Director, Elipe Limited
11.40 – 12.35	<b>Keynote Panel Discussion 3: IP in the Evolution of Business model: Past, present and future</b>

- Speakers: - Dr. Tao Zhang, Director of IP Strategy, Huawei  
- Mr. Tan Min-Liang, CEO and Chief Gamer, Razer  
- Dr. N. Darius Sankey, Managing Director, Ocean Tomo
- Moderator: Ms. Audrey Yap Su Ming, Managing Partner, Yusarn  
Audrey
- 12.35 – 14.00 Networking lunch
- VENUE: **Angsana Junior Room,  
Marina Bay Sands Convention Center**
- 14.00 – 15.00 **Topic 6: Issues facing patent professionals and R&D Institutions in the ASEAN region**
- Speakers: - Ms. Yenny Halim, Partner and Managing Director, Acemark, Indonesia  
- Mr Sanparwat Vithayasai, Manager of Technology Licensing Office, Chiang Mai University, Thailand
- Moderator: Mr. Matthew Bryan, Director, Patent Cooperation Treaty Legal Division, WIPO
- 15.00 – 15.15 Coffee break
- 15.15 – 16.15 **Topic 7: ASEAN IP harmonization: striking the delicate balance**
- Speaker: Associate Professor Elizabeth Ng Siew Kuan, National University of Singapore
- 16.15 – 17.15 **Topic 8: Working group session: R&D Sector/Patent Agent/IP Office collaboration to effectively use patent-related platforms, tools and services.**
- Speakers: Delegates to form country groups to discuss collaboration strategies upon their return to their respective countries
- Moderator: Mr. Peter Willimott, Senior Program Officer, WIPO Office in Singapore
- 17.15 – 17.30 **Topic 9: Seminar wrap up and conclusions**
- Moderator: Mr. Matthew Bryan, Director, Patent Cooperation Treaty Legal Division, WIPO
- 17.30 – 17.40 Closing ceremony
- 18.30 – 19.00 Cocktail Reception Venue: IP Ecosystem Fair
- 19.00 – 21.00 Gala dinner and WIPO-IPOS IP Awards 2014 at Marina Bay Sands