



REGIONAL WORKSHOP

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Regional Workshop on the Disruption in the Digital Creative Economy: A Multifaceted Challenge with Great Potential

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Singapore Cooperation Programme (SCP) under the Singapore Ministry of Foreign Affairs

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

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LIST OF SPEAKERS

prepared by the International Bureau of WIPO

ANG KWEE TIANG

ANG Kwee Tiang (KT Ang) is the IFPI Regional Director for Asia Pacific. IFPI represents the recorded music industry worldwide with more than 1,300 record producers and distributors from over 66 countries. Mr. Ang coordinates IFPI's priorities across the region, leading legal policy and government affairs as well as developing the legal and economic framework for copyright that is essential for the further development of the digital music business.

Mr. Ang heads the IFPI Asian Regional Office which is in Hong Kong, and the Representative Office in Beijing. He also supervises the IFPI national groups and collecting societies across the region and is engaged in an active program to put in place the legal rights and effective collecting societies for IFPI member companies throughout the region.

KT Ang has a first degree in law from the National University of Singapore, a Masters of Law and a Postgraduate Diploma in UK, US and EU Copyright Laws from King's College, University of London. He has undertaken more than 100 expert advisory missions and speaking engagements on behalf of the World Intellectual Property Organization (WIPO) to developing countries in Asia, on copyright law and the creation of copyright societies. He has also been invited to speak at the International Copyright Institute of the US Copyright Office on numerous occasions.

LOUIS BOSWELL

Louis Boswell is the Chief Executive Officer of AVIA, the Asia Video Industry Association. As CEO his remit is to lead the industry through championing all broad based initiatives that result in a more vibrant and healthy video ecosystem. This includes being at the forefront of industry research, supporting evolving business models, understanding the role of technology, representing the industry in conversations with regulators and taking a leading role in eliminating piracy.

Boswell's background in Asia includes senior positions at Discovery, ESPN Star Sports, BBC, AETN All Asia Networks and, most recently, as the General Manager, Asia for Da Vinci. His experience includes leading businesses in Japan, Korea, Hong Kong, Singapore, Taiwan and all of the major markets in southeast Asia.

Holding a degree in Chinese from Oxford University, Boswell has been in Asia his entire career and speaks Mandarin and is conversant in Cantonese and to a lesser extent Japanese.

SEAN DONOVAN

Sean has over 20 years of marketing and communications experience in Asia Pacific and the UK, having conducted numerous domestic, regional and international campaigns encompassing both traditional and digital media.

He joined the Metia Group from The Buzz Partnership, a Singapore-based agency specialising in B2B digital and CRM solutions, primarily in the financial, manufacturing and technology sectors.

Prior to that, Sean headed up the Cisco account at Ogilvy & Mather across Asia Pacific. This involved developing sales and marketing plans with senior client stakeholders to align global strategies with local needs across 13 Asian markets, 5 sub-regions, 4 customer segments and multiple product lines (including: Unified Communications, Telepresence, Data Storage and Centres, Security, Mobility, Small Business Solutions). Disciplines represented: creative,

media, strategy, technology, analytics, CRM, digital asset management, employee engagement, activation/experiential.

Other Asia Pacific highlights include running all international marketing, advertising and communications activity for Financial Times Business throughout SE Asia, Japan, Australia/NZ and the Indian sub-continent. Previous successes also include creating Leo Burnett's integrated communications division in Singapore/Malaysia, launching Radisson Edwardian Hotels' drive into digital, managing Land Rover's global digital advertising and the creation of a global web platform to deliver reference data to the world's banks.

MICHAEL JIN FUNG

Dr. Michael Fung is the Group Director (Training Partners Group), Chief Human Resource Officer, and Chief Data Officer at SkillsFuture Singapore (SSG), a statutory agency under the Ministry of Education. He oversees the development of the continuing education and training system in Singapore, through managing funding and contractual partnerships with private training providers, institutes of higher learning, and enterprises. He also oversees the human resource function, and champions the data capabilities, governance, and reporting practices at SSG. He previously led the strategic policy and resource planning functions at SSG and the Singapore Workforce Development Agency.

Michael is an adjunct Senior Fellow at the Singapore University of Technology and Design, and was a Senior Advisor to the Office of the President at the Hong Kong University of Science and Technology (HKUST). He formerly held the position of Director of Planning and Institutional Research at HKUST, and provided leadership and support for the University's strategic and academic planning, decision-making, resource allocation, and assessment of institutional effectiveness. He also led the University's participation in international rankings, and was an advisor to several leading international ranking bodies.

He was previously the Director of Strategic Planning and Quality Assurance at the Singapore Management University (SMU), a Deputy Director at the Singapore Ministry of Manpower (MOM), and held various senior positions at the Infocomm Development Authority (IDA) and the National Computer Board (NCB) of Singapore.

He is the Founding President of the Higher Education Planning in Asia Association, serves on the Carnegie Mellon University Admissions Council, and sits on the board of IP Academy Singapore. He is an alumnus of the University of Southern California and Carnegie Mellon University in the US, and Tsinghua University in China.

NIC GARNETT

Nic Garnett is a copyright, technology and digital media business consultant.

Nic is a UK qualified lawyer and also holds a post-graduate degree in French Private Law from Bordeaux University. From 2009 to 2013 he worked as lawyer in the UK principally advising the UK Government's innovation agency on a variety of intellectual property projects as well as a number of emerging online music services. Prior to that he ran his own business consultancy in digital media for a number of years in Mountain View, California. There he advised numerous start ups and established businesses in technology and copyright management strategies.

Nic is a former SVP at InterTrust Technologies in Santa Clara, California which is a leading developer of DRM technology. He has also worked extensively in China, Japan, Korea and elsewhere in South East Asia on music industry business and law, rights management and enforcement. Nic was the Director General and CEO of IFPI (the global trade association of the sound recording industry) from 1992 to 1999 and before that, IFPI's Regional Director for South East Asia, based in Singapore and Hong Kong.

Nic has worked with WIPO for many years contributing to numerous meetings and conferences and writing a number of studies, including a recent survey of copyright identifier systems. Nic is a consultant in Asia to Norcode, the Norwegian organisation promoting the development of collective copyright management infrastructure. He is also an Associate Fellow of the University of Warwick in the UK.

TRINA HA

As Director of the Legal Department at IPOS, Trina manages the legal affairs of the IP office as well as advising on and reviewing IP legislation and international agreements. She is the Joint Head of the Copyright Review Taskforce comprising members from the Ministry of Law and IPOS. Trina also holds the following concurrent appointments - Head, IP Management (Government) where she leads a team to render IP management related advice and services to public agencies - Senior Faculty of the IP Academy, the training arm of IPOS.

Prior to joining public service, Trina was in private practice where she specialised in matters involving the protection, management and exploitation of intellectual property rights. She conducted talks and customized workshops on intellectual property rights for various companies, organisations and institutes of higher learning and was legal adviser to various industry associations.

Trina co-authored the volume on Media Law published by Butterworths as the first title in the series of Singapore Precedents and Forms. During her time in legal practice, she was ranked annually since 2007 in the intellectual property industry and TMT industry by the Asia Pacific Legal 500.

CEDRIC MANARA

Cédric Manara, PhD, joined Google in 2013 after 14 years a Professor of Law at EDHEC, the 17th business school in Europe (Financial Times rankings 2014). His primary teaching and research interests concerned intellectual property in the digital age and before, and electronic business law. From 2000 to 2013, Prof. Manara was head columnist for Dalloz, a prominent francophone law review, where he regularly published comments on internet related cases. He has written numerous articles in French and foreign law reviews and is often quoted in the press. He received a Google Research Award in 2010.

Cédric Manara served as counsel to prominent firms and governmental agencies in his field of expertise. He is also a domain dispute resolution panelist (Arbitration Center for .eu Disputes, Prague, Czech Republic, Regional Center for Arbitration, Kuala-Lumpur, Malaysia, and CEPANI, Brussels, Belgium).

In 2004 he was a visiting scholar at the Institute for International Law and Public Policy, Temple University Beasley School of Law (Philadelphia, PA, USA), and in 2005 an invited researcher at the Institute of Intellectual Property (Tokyo, Japan). In 2009 he was visiting Università degli Studi di Salerno (Italy), then at the LUISS (Rome). He was based in Finland, with an affiliation at the IPR University Center (Helsinki), from August 2010 to April 2011.

IAN McKEE,

Ian is the Founder and CEO of Vuulr

He has more than 20 years' experience in technology and disruptive innovations. Prior to Vuulr, a Blockchain-powered digital supply chain and marketplace for the film & TV content industry, Ian founded and grew Vocanic to become the largest social media agency in Southeast Asia. In 2013, Vocanic was sold to the WPP Group while he stayed to manage its integration. In the 12

years, some of Vocanic's largest clients belong to the broadcast and creative content industry, including cable TV networks and content originators from Singapore, Malaysia and Indonesia. This allowed Ian the visibility to many of the friction points of the industry. Recognising this is an industry ripe for disruption, Ian started Vuulr after stepping down from his last position to resolve these broadcast content frictions with the help of technology.

BENOÎT MÜLLER

Benoît Müller serves as the Acting Director of WIPO's Copyright Management Division (CMD). Reporting to the Deputy Director General for Copyright and the Creative Industries, he manages a team of experts and guides WIPO's technical assistance and capacity building activities on collective copyright management and the implementation of public-private partnerships including the Accessible Books Consortium (ABC) and the Publishers Circles (PC), in close cooperation with the Copyright Law Division (CLD) and the Copyright Development Division (CDD).

Prior to joining WIPO in March 2018, Benoît Müller worked for ten years as attorney at the Bar of Geneva and principally acted as a consultant on multilateral and national policy initiatives in the field of intellectual property, culture and development. He advised clients in the creative industries and worked as a consultant for WIPO. He also counseled clients establishing international legal structures and developed expertise in technology standards intellectual property issues.

Before launching his private practice in 2008, Benoit was Director Software Policy Europe of the Business Software Alliance (Brussels, 2004-2008), Secretary General of the International Publishers Association (Geneva, 2000-2003) and Legal Counsel of the International Publishers Association (1996-2000). He served on the boards of the International Digital Object Identifier Foundation (1999-2003) and of the International Federation of Reproduction Rights Organizations (2001-2003).

FRANK RITTMAN

Frank Rittman is the President & Managing Director of Motion Picture Licensing Company (Asia) Limited. MPLC acts on behalf of more than 1,000 film and television producers in more than 35 global markets by licensing public performance rights for the non-theatrical exhibition of their works. Frank previously served as the Senior Vice President, Deputy Managing Director & Regional Policy Officer of the Asia-Pacific region for the Motion Picture Association (MPA), based in Singapore. Before joining MPA in 2001, Frank was the Vice President, International Affairs for the National Music Publishers' Association and The Harry Fox Agency, Inc. (NMPA / HFA). A native New Yorker, Frank began his career as the Director of Contracts and Copyrights for the Macmillan Publishing Company.

Frank is also the Founding Director and Counsel for the Centre for Content Promotion, a forum dedicated to promoting an understanding of the ecosystem between content creators, technology developers, service providers, regulators, and consumers about our shared digital future. He previously served on the Board of Directors for CASBAA, the association for the multi-channel audio-visual content creation and distribution industry across Asia, and also as the Chairman of the New York County Lawyers' Association's Entertainment Law Committee.

MICHAEL SCHLESINGER

Michael Schlesinger is the Vice President & Regional Legal Counsel, Asia Pacific for the Motion Picture Association International (MPA-I). As a recognized expert in international copyright and trade, Michael has led alliances of creative associations to develop and further legal and enforcement reforms around the world for almost two decades. Michael's involvement on behalf

of these alliances in trade cases and proceedings has led to commercial market opening, and gains, for MPAA member companies (Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLP; Walt Disney Studios Motion Pictures and Warner Bros. Entertainment Inc.) in key global markets, including in Asia.

He joined the MPAA in 2015 from a longstanding career in private practice, including as a lead counsel to the International Intellectual Property Alliance (IIPA), a private sector coalition, formed in 1984, of trade associations representing U.S. copyright-based industries to improve international protection and enforcement of copyrighted materials and to open foreign markets closed by piracy and other market access barriers. Michael represented an alliance of associations and companies that helped develop and win the first-ever World Trade Organization (WTO) cases against China on intellectual property rights (IPR) and market access. These cases created leverage leading up to the U.S.-China Film Agreement of 2012, opening significant market opportunities for MPAA member companies. With the MPAA, Michael has spearheaded precedent-setting litigation actions in Singapore, Australia, India, and Thailand, and worked on countless other litigation/enforcement matters aimed at reducing audiovisual infringement and creating opportunities for legitimate audiovisual businesses to flourish.

Prior to joining MPAA, Michael taught for a dozen years as an adjunct Professorial Lecturer in Law at the George Washington University School of Law. Michael frequently speaks around the world to raise awareness and understanding of issues related to the protection of motion pictures and television content. He is licensed to practice law in Virginia and the District of Columbia.

PETER SCHOPPERT

Peter Schoppert has made his career in publishing in Singapore. He was Editorial Director for illustrated book publisher Editions Didier Millet in the 1990s, commissioning landmark reference projects like the Indonesian Heritage Series and producing photography books with artists like Raghu Rai, René Burri, Gueorgui Pinkhassov and Ara Güler. He left books for digital publishing in 1996, when he helped start Pacific Internet, Singapore's second Internet Services Provider. He later co-founded regional consumer online publisher, Asiacontent.com, where he served as SVP Business Development, and Publisher of CNET Asia. He recovered from the dotcom boom-and-bust by helping to revive the fortunes of Singapore University Press, later NUS Press, starting in 2002.

After a six year interlude with leading strategic consultancy, McKinsey & Company, and one year running his own consulting practice, he returned to NUS Press as Director in September 2012.

In 2013, Peter was co-opted into the Executive Committee of the Singapore Book Publishers Association (SBPA), and in 2014 he was elected President of the Association. Peter is a frequent public speaker on publishing, digital media and cultural matters. He has written for newspapers, magazines and journals like *Far Eastern Economic Review*, *The Straits Times*, *Art Asia Pacific*, *Publishing Perspectives* and *Inter-Asian Cultural Studies*. He recently served a three-year term as Chair of Singapore's Public Art Appraisal Committee and is a member of the Acquisitions Committee of the Singapore Art Museum.

DATU YOGABRATA

Mr. Yogabrata (Yoga) is currently a Game Designer of SUTD Game Lab, Singapore, since June 2016. Prior to joining SUTD Game Lab, he was a Game Designer at MOS Studio Pte Ltd (November 2015 – May 2016), lecturer of the Diploma of Game Design, School Technology for

the Arts, Republic Polytechnic, Singapore, (January 2013 to 4 November 2015); Game Designer at Chorus Games Pte Ltd, Singapore (September 2012 – December 2012); Game/Level Designer at Rainbow Media Pte Ltd, Singapore (October 2010 – February 2012); Game/Level Designer Digipen-Ubisoft Campus, Singapore (April 2010 – September 2010); and Software Engineer Gemalto Pte Ltd. Singapore (March 2006 – September 2009).

He obtained a Bachelor of Electrical & Electronic Engineering, Trisakti University, Jakarta, Indonesia, majoring in Computer Engineering (2003); from September 2009 to Sep 2010 he took a Professional Conversion Program for Game Designer, at Digipen-Ubisoft campus, Singapore; from May 2009 to June 2009 he obtained an Advance Certificate in Game Development, at the Digipen Institute of Technology, Singapore; from February 2004 to July 2005, Yoga got his Master of Science in Multimedia Technology, at the University of Sydney, Australia Master of Information Technology in Multimedia Technology.

Up until today Yoga several awards have been presented to him namely: Finalist of Tata Communication F1 Connectivity Innovation Prize 2017, Grand Prize winner of Tata Communication F1 Connectivity Innovation Prize 2016, Grand Prize winner of PSVita category: "SnowBall Wars" PlayStation® Games & Apps Challenge 2012 in Asia, 7 November 2012; Leg & Drive Awards for Terra: The Legend of Geochine FUEL UP, Creative Industry Fair, Singapore 24 July 2011; Employee Recognition Awards at Gemalto Pte Ltd, Singapore, Q2-2008; and Best Student in course "Multimedia Authoring and Production", School of Information Technology, University of Sydney, Semester Two 2004.

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