



DIRECTORATE GENERAL OF  
INTELLECTUALPROPERTY



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## SUB-REGIONAL SEMINAR

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WIPO-ASEAN/IP/JKT/17/INF/1/PROV.1  
ORIGINAL: ENGLISH  
DATE: OCTOBER 19, 2017

# **Regional Seminar on Intellectual Property and Sports for members of the Association of South East Asian Nations (ASEAN)**

organized by  
the World Intellectual Property Organization (WIPO)

and  
the Directorate General of Intellectual Property (DGIP)  
the Ministry of Law and Human Rights of the Republic of Indonesia

**Jakarta, Indonesia, November 27 and 28, 2017**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Intellectual Property (IP) is a key component of sports. IP stimulates the growth of the sports industry, enables sporting organizations to finance high-profile mega sports events, and provides the means to promote sports development. It has played a decisive role in spurring technological developments and improving the performance and safety of athletes. For example, for extreme sports, improvements in fabric technology have made the difference between life and death. In motor racing, the availability of fire-resistant clothing has helped to make motor racing a safer sport.

IP fosters new innovations in sports and broadcasting technology and equipment and is pivotal in enabling the general public to follow sporting events in the comfort of their homes thanks to radio, television and a broad range of emerging platforms for the delivery of sporting action.

Indonesia understands the importance of sports and the importance of IP in the business of sports, as they will be hosting ASIAN Games 2018, the second largest world broadcasted sports event, which will take place simultaneously in Jakarta and Palembang, from August 18 to September 2, 2018.

Monday, November 27, 2017

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|---------------|---|
| 8.00 – 8.30   | Registration of participants and guests   |
| 8.30 – 10.00  | Opening ceremony  |
|               | Welcome remark by: WIPO Representative  |
|               | Opening remark by: H.E. Mr. Yassona Laoly, Minister of Law and Human Rights, Ministry of Law and Human Rights, Jakarta                          |
|               | Keynote speech by:  |
|               | H.E. Mr. Anies Baswedan, Governor of the Province of Jakarta, Jakarta   |
|               | H.E. Mr. Joko Widodo, President of the Republic of Indonesia  |
| 10.00 – 10.15 | Indonesian Pencak Silat demo by “Tiga Berantai Team”  |
| 10.15 – 10.30 | Coffee break  |
|               | <b>THEME I</b> <b>INDONESIAN SUCCESSFUL EXPERIENCES IN IP AND SPORTS INDUSTRY</b>   |
|               | Moderator: Mr. Yasmi Andriansyah, Head of International Affairs Office and Lecturer in International Relations, University of Al-Azhar, Jakarta |
| 10.30 – 11.00 | <b>Topic 1</b> <b>New IP related technology for the ASIAN Games 2018</b>  |
|               | Speaker: H.E. Mr. Alex Noerdin, Governor of the Province of South Sumatra, Palembang  |

11.00 – 11.30	<b>Topic 2</b>	<b>The Challenge of the ASIAN Games 2018 for Indonesia and successful football business</b>
	Speaker:	Mr. Erik Tohir, President of the Organizing Committee of the ASIAN Games 2018, Jakarta; and Chairman of Inter Milan Football Club, Milan, Italy
11.30 – 12.00	<b>Topic 3</b>	<b>The Challenge of the Para ASIAN Games 2018, and the Merchandising of international sports events (Boxing, Martial Art, Football)</b>
	Speaker:	Mr. Okto Raja Sapta, President of the Organizing Committee of the Para ASIAN Games 2018, and President of Mahkota Promotion, Jakarta
12.00 – 12.30	<b>Topic 4</b>	<b>Importance of the Branding image with a well-known Athlete</b>
	Speaker:	Video Conference with Special Guest
	Moderator:	Mr. Bajoe Wibowo, Project Manager, Office of the Deputy Director General, Development Sector, WIPO
12.30 – 13.30	Lunch break	
	THEME II	INTELLECTUAL PROPERTY RIGHTS IN THE SPORTING ARENA (FIRST PART)
	Moderator:	Mr. Yasmi Andriansyah, Head of International Affairs Office and Lecturer in International Relations, University of Al-Azhar, Jakarta
13.30 – 14.00	<b>Topic 5</b>	<b>Why is IP important to Sports Industry within the framework of South-South Cooperation?</b>
	Speaker:	Mr. Bajoe Wibowo, Project Manager, Office of the Deputy Director General, Development Sector, WIPO
14.00 – 14.30	<b>Topic 6</b>	<b>IP and Sports as a tool for social and economic development: “Indonesia One Health TV Network”</b>
	Speaker:	Prof. Wiku Adisasmito, Department of Health Policy and Administration, University of Indonesia, Jakarta

- 14.30 – 15.00    **Topic 7**            **IP and Sports Organization – Case Study: The International Olympic Committee**
- Speaker:            Mr. Carlos Castro, Head of Copyright and Content Affairs, Legal Department, International Olympic Committee, Lausanne
- 15.00 – 15.30    **Topic 8**            **Overview of Sports Marketing Industry**
- Speaker:            To be identified
- 15.30 – 16.30    Panelists:            One representative from Brunei, Cambodia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam

(Coffee break will be served during discussion)

Tuesday, November 28, 2017

- THEME III:            INTELLECTUAL PROPERTY RIGHTS IN THE SPORTING ARENA (SECOND PART)
- Moderator:           Ms. Dede Mia Yusanti, Director, Cooperation and IP Empowerment, DGIP, Jakarta
- 9.00 – 9.30        **Topic 9**            **IP Rights for Sport Patent, Trademark and Designs: Promote the innovation in sport industry**
- Speaker:            Mr. Yasmi Andriansyah, Head of International Affairs Office and Lecturer in International Relations, University of Al-Azhar, Jakarta
- 9.30 – 10.00      **Topic 10**          **Digital Media and its Role in the Future of Sports**
- Speaker:            Mr. Carlos Castro, Head of Copyright and Content, Legal Affairs, International Olympic Committee, Lausanne
- 10.00 – 10.30     **Topic 11**          **Merchandising, sponsorship and licensing agreements**
- Speaker              Mr. Iteh Simon, Deputy Head of Permanent Committee on Sports Development, Indonesian Chamber of Commerce and Industry, Jakarta
- 10.30 – 10.45     Coffee break
- THEME IV            IP RIGHTS AND ATHLETES
- Moderator:           Ms. Dede Mia Yusanti, Director, Cooperation and IP Empowerment, DGIP, Jakarta

10.45 – 11.30	<b>Topic 12</b>	<b>Development of successful sports branding Equipment products: opportunities and challenges</b>
	Speaker:	Ms. Susi Susanti and Mr. Alan Budikusuma, Former badminton Indonesian Barcelona 1992 Olympic Champions
11.30 – 12.00	<b>Topic 13</b>	<b>Protection of IP for traditional ASEAN martial art sports such as Pencak Silat, Sepak Takraw</b>
	Speakers:	Mr. Masdian Diasto, Vice-President of Mahkota Promotion, Sports Commercial Division, Jakarta
12.00 – 13.00	Lunch	
	THEME V	IP Challenges for Sports
	Moderator:	Ms. Dede Mia Yusanti, Director, Cooperation and IP Empowerment, DGIP, Jakarta
13.00 – 13.30	Topic 14:	<b>Abuse and Misuse of Intellectual Property in Sports and Sports Events; Broadcast piracy and its impact for the sport industry. Representative of regional broadcasting company</b>
	Speaker:	Mr. Masdian Diasto, Vice-President of Mahkota Promotion, Sports Commercial Division, Jakarta
13.30 – 14.00	<b>Topic 15</b>	<b>Role of Support Team, Business Advisors and Mentorship</b>
	Speakers:	Ms. Lilik Sudarwati, Vice-President, Sports and Science Division, Indonesian National Sports Committee (KONI)  Prof. Eskar Denatara, Department of Sport Science and Education, University Bhayangkara, Jakarta
14.00 – 14.30	<b>Topic 16</b>	<b>The benefits of WIPO Match platform for IP related sports projects</b>
	Speakers:	Mr. Bajoe Wibowo, Project Manager, Office of the Deputy Director General, Development Sector, WIPO
14.30 – 14.45	Coffee break	
14.45 – 15.45	Panelists:	One representative from Brunei, Cambodia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam
15.45 – 16.15	Closing remarks	

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