



REGIONAL WORKSHOP

WIPO/CR/SIN/18/INF/1
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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)

Singapore, September 3 and 4, 2018

PROGRAM

prepared by the International Bureau of WIPO

Monday, September 3, 2018

09.00 – 9.30 Registration

09.30 – 10.00 Opening Ceremony

Welcome Addresses by:

Mr. Denis Croze, Director, World Intellectual Property Organization (WIPO)
Office in Singapore

Mr. Woo Yew Chung, Assistant Chief Executive, Corporate, Intellectual
Property Office of Singapore (IPOS), Singapore

10.00 – 10.45 **Topic 1: Setting the Tone: How Did We Get Here?**

The 1st to the current 4th industrial revolution are historic sequences which brought us to where we are. Consumers' buying habits have shifted from possessing copyright works to accessing and consuming digital formats. Internet platforms have become part of the value chain (along with established distributors) and access to global markets has become possible for new players from around the world.

Speaker: Mr. Nic Garnett, Principal Consultant, Interight,
Pisa, Italy

11.00 – 11.30 Coffee Break

11.30 – 12.15 **Topic 2: Understanding what are the Salient Features of the Industrial Revolution 4.0 which are appearing in the Creative Economy**

How does the Internet of Things (IoT), artificial intelligence, 3D- printing and big data - those elements constituting the 4.0 revolution - impact creative industries and the copyright regime? What is blockchain technology and has it anything to offer?

Speaker: Mr. Ian McKee, Founder and CEO of Vuulr,
Singapore

12.15 – 13.30 Lunch Break

13.30 – 14.15 **Topic 3 The Importance of Copyright and Related Rights International Treaties and National Legislation for the Digital Era**

An understanding of which appropriate international copyright and related rights treaties are relevant as the basis for a secured digital creative economy will be provided. In addition, the importance of enshrining minimum standards in national legislations will be conveyed. Furthermore, an update on ongoing discussions on the protection of broadcasting organizations will be presented.

Speaker: Mr. Benoit Muller, Acting Director, Copyright Management Division (CMD), WIPO, Geneva

14.15 – 16.15 **Topic 4: Jobs Lost and Found: Finding Where Wealth Has Moved to and where it can be Extracted From**

Methods of production, modes of distribution and ways of consumption are evolving. These are certainties of the effects of revolutionary winds of change. This session describes the main B2C trends and their impact on the employment market. What new qualifications are required to perform in the digital economy and what capacity building and training is needed?

Moderator: Mr. Candra Darusman, Deputy Director, WIPO Office in Singapore (WSO)

Speaker: Dr Michael Fung, Group Director Training Partners Group, Chief HR Officer and Chief Data Officer, SkillsFuture, Singapore

Panelists: Mr. Ang Kwee Tiang, Regional Director, International Federation of Phonogram Producers Industry (IFPI)

Mr. Peter Schoppert, President, Singapore Book Publishers Association, and Director, National University of Singapore Press

Mr. Frank Rittman, President & Managing Director, Motion Picture Licensing Company (Asia) Limited, Hong Kong SAR

Mr. Louis Boswell, CEO, Asia Video Industry Association (AVIA), Singapore

Mr. Datu Yogabrata, B. Eng, M.I.T., Games Designer, Singapore

16.15 – 16.30 Coffee Break

16.30 – 17.30 **Topic 5: What Does 'Growing Up Digitally' Mean from the Perspective of Generation-Z and what are the Implications?**

Exchanging inter-generational perspectives and mind sets is useful and much needed. Old-school versus new-school does not necessary need to be mutually exclusive. This session will also observe the increased usage of social media, which emphasizes the importance of analyzing data in detecting and understanding tastes and habits of consumers (the public) when consuming copyrighted works.

Speakers: Mr. Sean Donovan, Regional Director, Asia

Pacific & Japan, Metia Group

Mr. Cedric Manara, Global Head of Legal, IP,
Google

Tuesday, September 4, 2018

(Note: Venue for the after lunch sessions is the (TBC), Marina Bay Sands Expo & Convention Centre)

09.00 – 12.35

Opening Ceremony of IP Week@SG 2018

Plenary Sessions 1 & 2

[In Plenary Session 1, leaders from intellectual property sectors will offer perspectives on how IP has become an invaluable driving force behind innovation. After morning tea, the session continues with a panel discussion featuring top global business leaders who will provide a corporate view on IP-driven innovation and also discuss the opportunities and challenges presented by the latest IP trends and developments from around the world]

Speakers: From IP Week@SG 2018

12.35 – 14.00 Lunch Break

14.00 – 15.00 **Topic 6: The Equilibrium Among Stakeholders and the Market**

How can the law accommodate changes for new business models and yet maintain the essence of a copyright regime resulting in a dynamic win-win equilibrium? Is there a need for more calibrated protection and relaxation of rights? What licensing schemes are required to open up access to the global online market? Can Collective Management Organizations (CMOs) play a role? Are new partnerships warranted?

Speakers: Ms. Trina Ha, Principal Legal Counsel
Director, Legal Department, IPOS

Mr. Benoit Muller

15.00 – 15.45 **Topic 7: Enforcement Remedies to Sustain Copyright in the Digital Economy**

Enforcing copyright law in Courts is necessary but not sufficient. Other remedies are needed such as website blocking, take-down notice, cooperation from internet service providers (ISPs), elimination of the use of illicit funding, among other measures, in order to sustain an effective copyright system in the digital creative economy.

Speakers: Mr. Nic Garnett

Mr. Michael Schlesinger, Vice President and Regional Legal Counsel, Asia Pacific, Motion Picture Association (MPA), Singapore”.

15.45 – 16.00 Coffee Break

16.00 – 17.00 **Discussion** **What is Needed in Shaping the Ecosystem Required for a Creative Economy in the Digital Era**

The digital environment is still evolving. Many countries are not members of the copyright treaties, and do not yet have sufficient infrastructure, needed regulations, banking (and payment) facilities or financing mechanisms for copyright works. What initiatives are needed at the national and international (WIPO) levels?

All participants and speakers

17.00 Closing of Seminar

[End of program]