

**Tentative Agenda for Conference Programme**  
**The theme of the conference on 6-7 April 2018**  
**IP Challenges in the 21<sup>st</sup> Century**

**Friday, 06 April 2018**

2:00 p.m. to 5:00 p.m	<b>ASEAN IPA Council Meeting</b> With one coffee break
6:00 p.m. to 7:00 p.m	<b>Annual General Membership Meeting of ASEAN IPA</b>
7:00 p.m. to 8:00 p.m	<b>Cocktail Reception</b>

**Saturday, 07 April 2018**

8:00 a.m to 9.00 a.m	<b>Conference Registration</b>
9:00 a.m. to 9:05 a.m	<b>Cambodia's National Anthem</b> <b>ASEAN's Anthem</b>
9:05 a.m to 9:25 a.m	<b>Welcome address:</b> - Dr. Hem Hournaryth - Country Head of Cambodian Group and - Aleli Angela G. Quirino - President of ASEAN IPA
9:25 a.m to 9:35 a.m	<b>Opening Remark:</b> <b>Representative of the Minister of Ministry of Commerce (TBC)</b>
9:35 a.m to 10:00 a.m	<b>Photo Session:</b> Session 1: Country heads, President and Guest Speakers Session 2: Councillors Session 3: Organizing Committee
10:00 a.m to 10:15 a.m	<b>Coffee Break</b>
10:15 a.m to 11:15 a.m	<b>Speaker: Mr. Op Rady, Director of Department of Intellectual Property of Ministry of Commerce</b> <b>Topic: IP development in Cambodia (15 Min)</b>  <b>Speaker: H.E Meach Sophanna – President of Cambodia Counter Counterfeit (TBC)</b> <b>Topic: Development in Law and IP Enforcement in Cambodia (15 Min)</b>  <b>Panel Discussion (5 Min Each)</b> <b>Panellist: (All to be confirmed)</b> - Mr. Op Rady, Director of Department of Intellectual Property of Ministry of Commerce - H.E Meach Sophanna, President of Cambodia Counter Counterfeit (TBC) - H.E Lim Yu Sour, Ministry of Culture and Fine Arts - H.E Nget Vibol, Ministry of Industry and Handicraft - Mr. Bou Bunnara, General Department of Customs and Excise - Mr. Phann Vanrath, Prosecutor of the Ministry of Justice  <b>Moderator: H.E Sok Siphana – Advisor to the Royal Government of Cambodia</b> <b>Q&amp;A</b>
11:15 a.m to 11:20 a.m	<b>Presentation of Appreciation Certificates and Gifts</b>

11:20 a.m to 12:20 p.m	<p><b>INTA Time</b></p> <p><b>Speakers:</b>  <b>Ellen Lin, JD.com (China)</b>  <b>Brian Law, Harry Elias Eversheds (Malaysia)</b>  <b>TBD, Rouse (China or Vietnam)</b></p> <p><b>Moderator:</b>  <b>Seth Hays, INTA, Chief Representative Asia-Pacific (Singapore)</b></p>
12:20 p.m to 12:25 p.m	Presentation of Appreciation Certificates and Gifts
12:25 p.m to 1:45 p.m	<b>Lunch Break</b>
1:45 p.m to 2:00 p.m	<b>IP Challenges in Myanmar: Mr. U Than Maung, ASEAN-IPA Councillor in Myanmar</b>
2:00 p.m to 3:10 p.m	<p><b>Part I and Part II</b></p> <p><b>Part I</b>  <b>IP Challenges in 21<sup>st</sup> Century</b>  <b>Speakers: (15 minutes each)</b></p> <ul style="list-style-type: none"> <li>- <b>Technology Challenges: Mr. Branly Thach, Attorney registered EPO-USPTO and Dr. Alistair Scott, Vice President IP Airbus, IP attorney</b>  “How to Cope with Artificial Intelligence, Big Data, and new emerging Technologies applicable in Aerospace, Aeronautics and Fintech as Examples”</li> <li>- <b>Economic Challenges: Mr. Norihisa Kato, Representative of JETRO</b>  “Is IP Helping or Impeding Economies?”</li> <li>- <b>Global Challenges: Mr. Denis Croze, Representative of WIPO</b>  “How to Get the World on the Same Page”</li> <li>- <b>Regional Challenges: Representative from ASEAN Working Group on Intellectual Property Cooperation (AWGIPC)</b>  “ The ASEAN Challenge”</li> </ul>
3:10 p.m to 3:30 p.m	<p><b>Part II</b>  <b>Panel Discussion and Q&amp;A</b>  All Panelists plus a representative from CIPA  <b>Moderator: Mr. Soh Kar Liang – Vice-President of ASEAN IPA</b></p>
3:30 p.m to 3:35 p.m	Presentation of Appreciation Certificates and Gifts
3:35 p.m to 3:50 p.m	<b>Coffee Break</b>
3:50 p.m to 4:50 p.m	<p><b>Speaker 1: Mr. Paul Middleton – Regulatory Affairs Asia Pacific Director of JT International (Asia Pacific) Limited</b>  <b>Topic 1: TBC</b></p> <p><b>Speaker 2: Mr. Samir Dixit – Managing Director of Brand Finance, Asia Pacific.</b>  <b>Topic 2: TBC</b></p>
4:50 p.m to 5:20 p.m	<p><b>Institutional Partner Time</b></p> <ul style="list-style-type: none"> <li>- <b>Mr. Patrick Y. Kim – President of Asian Patent Attorneys Association (APAA)</b></li> <li>- <b>Mr. Hao MA – President of AIPPI</b></li> </ul>
5:20 p.m to 5:25 p.m	Presentation of Appreciation Certificates and Gifts
5:25 p.m to 5:45 p.m	<p><b>Closing Remark:</b>  <b>Representative of the Minister of Industry and Handicraft (TBC)</b></p>
7:30 p.m to 10:00 p.m	<b>Gala Dinner and Cultural Night</b>