



ASEAN INTELLECTUAL PROPERTY ASSOCIATION
(ASEAN-IPA)

World of Tomorrow Transforming IP Today

2022 ANNUAL CONFERENCE

August 25-26, 2022

Anantara Riverside Bangkok Resort
Avani + Riverside Bangkok Hotel
Bangkok, Thailand



MESSAGE FROM THE PRESIDENT

Ms. Darani Vachanavuttivong

Dear ASEAN IPA members, friends and colleagues in the ASEAN IPA community

It is with great honor that I can finally announce and organize this year's annual conference in Thailand, on August 25-26, after the difficult two years navigating through COVID-19 pandemic.

Regardless of any challenges, I'm beyond proud that ASEAN IPA members have adapted to and embraced the situation and kept striving to promote the development and protection of intellectual property in our countries.



This year, the organizing committee proudly presents 2022's annual conference theme **'World of Tomorrow - Transforming IP Today.'** All delegates—both members and non-members—are cordially invited to attend the conference to explore various intriguing insights from experts in different business sectors (including automotive, energy, and healthcare) and exchange best practices to tackle today's challenges. Let's work together to best develop intellectual property in our region.

My sincere thanks to the ASEAN IPA Thailand National Group and Organizing Committee for your dedication and support with this year's annual conference. I'm confident that this event will undoubtedly be a success and, on behalf of ASEAN IPA, we look forward to seeing you all in Bangkok.

Darani Vachanavuttivong
President, ASEAN IPA

ASEAN IPA COUNCILORS

- Ms. Darani Vachanavuttivong, President
- Mr. Pham Nghiem Xuan Bac, Vice-President
- Dr. Poondej Krairit, Secretary
- Ms. Prasantaya Bantadtan, Treasurer

ASEAN IPA Thailand National Group and Organizing Committee

- Ms. Darani Vachanavuttivong, Country Head
- Dr. Poondej Krairit, Council
- Ms. Prasantaya Bantadtan, Council
- Mr. Nathapong Tongkaew, Council
- Mr. Kritsana Mingtongkhum, Council
- Ms. Wanpen Puangmaha, Organizing Committee member
- Ms. Nutjaree Judpoon, Organizing Committee member



Darani Vachanavuttivong
President
Country Head



Pham Nghiem Xuan Bac
Vice President



Poondej Krairit
Secretary
Council



Prasantaya Bantadtan
Treasurer
Council



Nathapong Tongkaew
Council



Kritsana Mingtongkhum
Council

HEALTH & SAFETY MEASURES

In light of the COVID-19 pandemic, the ASEAN IPA's organizing committee is deeply committed to ensuring that we maintain a healthy and safe space for everyone who attends the 2022 Annual Conference at Anantara Riverside Bangkok & Avani+ Riverside Bangkok from August 25 to 26, 2022.

In line with this commitment, we require that all delegates meet the following conditions:

- ✔ You must have had a negative result on a COVID-19 test (rapid antigen test is sufficient) within 24 hours prior to your arrival at the hotel. If you have not completed a test on your own, we can provide a rapid antigen test for you to take upon arrival at the hotel.
- ✔ You must be fully vaccinated, meaning that at least 14 days have passed since you received a full vaccine series approved by the Thai Food and Drug Administration or listed for emergency use by the World Health Organization.
- ✔ You must not have experienced, in the past 14 days, any of the following common symptoms of COVID-19: fever, cough, sore throat, shortness of breath, chills, aches or pains, or new loss of taste or smell.
- ✔ To the best of your knowledge, you must not have been in close contact with anyone who has tested positive for, or who has had symptoms of, COVID-19 within the past 14 days.
- ✔ Although wearing face masks is not required, but is recommended during the conference to prevent transmission of COVID-19.

CONFERENCE PROGRAM

THURSDAY, AUGUST 25, 2022

Trader Vic's Restaurant | Anantara Riverside

17.30 – 18.00	Registration
18.30 – 20.30	Opening & Welcome Reception

FRIDAY, AUGUST 26, 2022

Lunar & Moon rooms, 10th floor | Avani+ Riverside

09.00 – 09.30	Welcome Remarks Ms. Darani Vachanavuttivong, President of ASEAN IPA Keynote speaker (TBC)
09.30 – 10.30	World of Tomorrow - Automobile Industry <i>Hear from the experts on how the automotive industry is expected to evolve in the coming years, and how the IP framework for new technologies—from electric vehicles to national and international vehicular infrastructure—will facilitate these revolutionary innovations.</i> Speakers <ul style="list-style-type: none">• Ms. Khanchit Chaisupho <i>Vice President (External and Government Affairs Department) Great Wall Motor Manufacturing (Thailand) Co., Ltd</i>• Representative <i>Bangpu Public Company Limited</i> Moderator: <ul style="list-style-type: none">• Mr. Natthapong Thongkaew <i>Partner Domnern Somgiat and Boonma (Thailand Council)</i>
10.30 – 10.50	Q&A
10.50 – 11.20	Coffee break

<p>11.20 – 12.15</p>	<p>World of Tomorrow – Energy & Industrial</p> <p><i>As the world moves increasingly to decarbonization under global sustainability initiatives, our speakers will explore the changes taking place in the energy industry as it moves through transition fuels toward renewable energy sources.</i></p> <p>Speakers</p> <ul style="list-style-type: none"> • Dr. Chaya Chandavasu (TBC) <i>Executive Vice President –Sustainability PTT Global Chemical PCL</i> • Representative <i>Banpu Public Company Limited</i> • Representative <i>Gunkul Engineering PLC</i> <p>Moderator:</p> <ul style="list-style-type: none"> • Ms. Sher Hann Chua <i>Consultant Tilleke & Gibbins</i>
<p>12.15 – 12.30</p>	<p>Q&A</p>
<p>12.30 – 13.45</p>	<p>Lunch at Skyline restaurant, 11th floor</p>
<p>13.45 – 14.45</p>	<p>World of Tomorrow – Healthcare Industry</p> <p><i>While the Covid-19 pandemic plunged the world into remote communication, the world’s pharmaceutical leaders developed new preventative and treatment measures at previously unimaginable speeds. The pace of new healthcare innovations during these events—from now ubiquitous telemedicine platforms to mRNA vaccines—have made the global healthcare industry of 2022 unrecognizable from the one we left in 2019. This session will explore those new developments and what they mean for the future development of the industry.</i></p> <p>Speakers</p> <ul style="list-style-type: none"> • Ms. Sumalee Kristarnin, <i>President Novartis Thailand</i> • Dr. Thavirap Tantiwongse <i>Chief Operating Officer Siriraj Vittaya Vijai</i> • Dr.-Ing Panit Kitsuban <i>Chief Operating Officer KinGen Biotech Co., Ltd.</i> <p>Moderator</p> <ul style="list-style-type: none"> • Mr. Alan Adcock <i>Partner Tilleke & Gibbins</i>
<p>14.45 – 15.15</p>	<p>Q&A</p>

<p>15.15 – 16.00</p>	<p>Transforming IP today – Panel discussion</p> <p><i>Join legal professionals in determining how the legislation, and legal practice itself, must be reshaped to keep up with the rapid change of technology</i></p> <p>Speakers</p> <ul style="list-style-type: none"> • Dr. Eliza Stefaniw <i>King Mongkut's University of Technology</i> • Mr. Peter N. Fowler, Senior Counsel for Enforcement <i>Office of Policy and International Affairs USPTO</i> • Dr. Peerapat Chokesuwattanaskul <i>Department of Trade Negotiations Ministry of Commerce</i> <p>Moderator</p> <ul style="list-style-type: none"> • Ms. Michelle Ray-Jones <i>Partner Tilleke & Gibbins</i>
<p>16.00 – 16.15</p>	<p>Q&A and Closing</p>
<p>16.20 – 16.40</p>	<p>Coffee break</p>
<p>18.30 – 21.00</p>	<p>Gala Dinner 'World of Tomorrow'</p>

OPTIONAL EXCURSIONS

Saturday, August 27, 2022

HALF-DAY TOUR 9.00 – 12.00

Option 1 - Chinatown & Buddhist blessing

Visit Bangkok's vibrant Chinatown district—one of the largest of its kind in the world—and experience the sights, sounds, and delicious smells of this remarkable and bustling metropolis. After the frenetic pace of modern life in Yaowarat, retreat to a serene temple for a blessing from the keepers of the faith, here in the world's largest Buddhist-majority country.

Option 2 - Bangkok highlights tour by public transport

See the best that Bangkok has to offer—from gleaming skyscrapers and world-leading malls to ancient temples and vibrant traditional markets—all from the air-conditioned comfort of modern public transport. The perfect tour for those who want to see everything in a hurry!

FULL-DAY TOUR 9.00 – 15.00

Ayutthaya Delights

Explore the beautifully preserved living remnants of Bangkok's ancient capital, Phra Nakhon Sri Ayuddhya. The historic palaces and temple complexes—many of which remain in use today—mark the seat of what was, for 417 years, the most influential and powerful city in Southeast Asia. With its beguiling mix of Khmer and early Sukhothai architecture, and located just 86 km from the modern capital, Bangkok, this UNESCO World Heritage site is not to be missed for history buffs, architecture fans, or anyone filled with the spirit of adventure!

Booking Details

See full details on page 13.

REGISTRATION

If you are interested in attending, please [CLICK HERE](#) to complete the registration form.

*The full payment is required by Wednesday, August 17, 2022.

All registrants are entitled to the following (excluding accommodation and excursions):

- Conference/meeting kit
- Welcome reception on August 25, 2022 (18.30 – 20.30)
- Attendance at all sessions on August 26 (9.00 – 16.00)
- “World of the Future” Gala Dinner on August 26 (18.30 – 21.30)

All accompanying persons are entitled to the following (excluding accommodation and excursions):

- Welcome reception on August 25, 2022 (18.30 – 20.30)
- “World of the Future” Gala Dinner on August 26 (18.30 – 21.30)

	Fees (USD)	Fees (THB) Thai delegates
Members	USD 245	THB 8,300
Non-members	USD 285	THB 9,650
Accompanying persons	USD 180	THB 6,100

Non-member applying for membership

To apply for membership of ASEAN IPA, please urgently contact the Country Head for your country or email aseanipa@outlook.com. Citizens or residents of ASEAN countries and organizations who are registered or incorporated in, or otherwise legally recognized as carrying on business or having a presence in any ASEAN country are eligible for membership of ASEAN IPA. For 2022, membership fees are waived.

Payment Method

By bank transfer to ASEAN INTELLECTUAL PROPERTY ASSOCIATION

Bank TMB Thanachart Bank Public Company Limited
Branch Rajdamri
Address 183 Regent House Building, Lumpini, Patumwan, Bangkok 10330
Name ASEAN INTELLECTUAL PROPERTY ASSOCIATION
Account No. 011-2-92029-3
Swift code TMBKTHBK

Contact Person

Ms. Jitnapa Bunyavan at aseanipa@tilleke.com or

Ms. Hazel Ordoñez, secretariat of ASEAN Intellectual Property at aseanipa@outlook.com

WELCOME RECEPTION

To officially welcome all delegates to the annual conference, the organizing committee is hosting a welcome reception on August 25 from 18.30 onwards at the Anantara Riverside Bangkok. All delegates are welcome.

The reception will be held at the 'cozy little saloon' Trader Vic's at the Anantara Riverside Hotel, where delegates can enjoy a wide range of canapé food items, cocktails, and delightful ambiance overlooking the majestic Chao Phraya River. The perfect way to reconnect with ASEAN IPA colleagues.



GALA DINNER

World of Tomorrow - Transforming IP Today

ASEAN IPA Thai Group proudly presents the ASEAN IPA Gala Dinner 2022 on August 26 from 18.30 onwards. The event will take place under the theme "*World of Tomorrow - Transforming IP Today*" at the ballroom of the Avani+ Riverside Hotel in Bangkok.

Bringing together more than 100 delegates from all 10 member countries—Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Vietnam, Singapore and Thailand—for an exclusive dinner accompanied by a series of shows and activities. In addition to the excellent networking opportunities, the event is sure to be a lot of fun!

To celebrate this year's theme, the organizing committee would like to invite all delegates to attend the evening wearing your best '*World of Tomorrow*' outfit, celebrating the endless creativity and exciting future of IP. The best futuristic costumes will take home attractive prizes!

Three-Course Western Menu

- **Starter:** Tuna tartare, avocado, honey-soy sauce
- **Main (choose one)**
Poached black cod fish, black mussel, leek- carrot salad, saffron sauce
or
Seared duck breast, duck confit croquette, pumpkin puree, green peas, orange sauce
- **Dessert:** Raspberry sherbet, sponge, mango salsa, vanilla cream
- **Petit fours**
- **Coffee and gourmet teas**

***Alternatively, vegetarian option is also available, please select 'vegetarian' on the registration form.**

EXCURSIONS

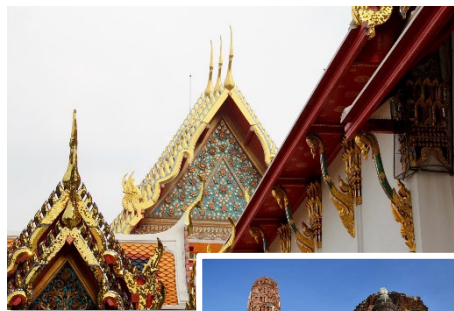
Check out the tour package selections below to indulge yourself and explore Thailand on your free day.

Date: Saturday, August 27, 2022 from 9.00 – 12.00

HALF-DAY TOURS

Option 1 - Chinatown & Buddhist Blessing

The tour guide will meet you at the hotel lobby or designated meeting point and transfer to vibrant wholesale markets at **Yaowarat**, a historic district with over 200 years of Thai Chinese heritage. Explore the narrow alleys dotted with street vendors and shops selling a huge range of items from fresh produce, clothing, household items, Chinese medicine and delicious street snacks. Stop by a famous old style coffee shop for a break at a favorite hangout among local residents.



Then end the fun filled morning at a local Buddhist temple to perform a private blessing ritual known as **Sangkatarn**. Here you will distribute daily necessities and food items with some cash donations to the Buddhist Monks. This is a popular local ritual to obtain blessings for good luck, good health, safe travel and longevity. Your final stop is a famous small local shop for coconut ice cream before returning to your hotel.

Fee @2,850.- baht per person

(If there are less than four guests signed up, additional 2,100.- baht per person will be charged.)

** Optional Activity—30 minute exhilarating ride on an iconic tuk tuk around Chinatown. Additional THB 500.

Option 2 - Bangkok Highlights by Public Transport

You will be greeted by an experienced English-speaking guide at the designated meeting point for a half day exploring of Thailand's capital.

You will travel from the hotel to Bangkok's old quarter by a skytrain from BTS Taksin station. Then, you enjoy a ride on Public Canal Ferry to visit the Golden Mount temple where the impressive Golden Stupa is enshrined. Climb up 217 easy steps and enjoy the panoramic view of Bangkok. After making your descent, visit Wat Pho's temple grounds and its famous

45-meter reclining Buddha, before continuing to The Grand Palace—Thailand’s most important landmark. Here you will be awed by the grandeur and majesty of the building and its throne halls, and marvel at the mysterious Emerald Buddha—the most revered Buddha image in Thailand.

At the end of the tour, you will take a River Ferry ride back to Sathorn Pier at BTS Taksin.

Fee @2,950.- baht per person

(If there are less than four guests signed up, additional 1,250.- baht per person will be charged.)

** Optional Activity—30 minute exhilarating ride on an iconic tuk tuk around Rachadamnoen Avenue, passing many important landmarks and impressive architectural wonders. Additional THB 500.

FULL-DAY TOUR

Option 3 - Ayutthaya Delights

Your English Speaking guide will meet you at the designated meeting point for a journey to the historical city of Ayutthaya

The day begins with a 90-minute drive from Bangkok to the UNESCO World Heritage listed city of Ayutthaya, passing through verdant countryside and lush paddy fields. After arriving in Ayutthaya, which dates back to the 14th Century, the morning is spent exploring the breathtaking temple-studded landscape, including unmissable highlights such as Wat Mahathat (famous for its Buddha-head statue emerging from an ancient tree), Wat Phra Srisanphet (the most sacred temple of the ancient palace complex), and Wat Chaiwattanaram (a magnificent temple on the banks of the river featuring architecture influenced by the Angkor temples of Cambodia). And of course, no visit to Ayutthaya would be complete without a stroll through a local market.

At 13.00 board the Grand Pearl on the mighty Chao Phraya River, and enjoy a buffet lunch onboard before cruising gently downstream to return to Bangkok. The cruise passes many major landmarks on both sides of the river, and is an incredible experience for any visitor to Thailand.

Fee @4,600.- baht per person

(If there are less than four guests signed up, additional 2,550.- baht per person will be charged.)

Booking Details

To sign up for the tour, please contact Ms. Soonie directly at guru@blackricetravel.com

Booking Deadline: August 24 by 17.00.

Payment details will be provided upon confirmation of the tour by email

Payment shall be made by directly to the travel agency in Thai BAHT Cash or PayPal with 2% Surcharge

Tel: +66 65 626 8048 / +66 89 680 6954

VENUE & ACCOMMODATION

The conference venue is the Riverside Complex, comprising two sister hotels connected by a convenient walking bridge. The traditional luxury of the Anantara Riverside and the chic modern luxury of the Avani+ Riverside ensure a comfortable stay for travelers of all tastes—whether they favor the traditions of historic Siam or the modernity of contemporary Bangkok.

ANANTARA RIVERSIDE BANGKOK RESORT:

Anantara Riverside Bangkok Resort invites you to a haven as leisurely or adventurous as you like. Discover the cultural sites of the city, exploring hidden alleys and breathtaking temples. Then bask in the serenity of your urban oasis, defined by tropical beauty and legendary Anantara service. Illuminated by torch-lit jungle paths and the sparkle of city lights, cherish an unforgettable holiday created just as you envisioned it.



AVANI+ RIVERSIDE BANGKOK HOTEL:

Overlooking Bangkok's bustling Chao Phraya River, Avani+ Riverside Bangkok Hotel is perfectly situated to get away from the hustle and bustle of the city, to grab a bite, see the sights or head to a meeting. Shuttle boat services to the BTS skytrain at the Saphan Taksin boat pier makes connecting to the city's major commercial, shopping and entertainment districts a breeze, but if you prefer to stick close,

Riverside Plaza has a myriad of shops and entertainment outlets to keep you occupied.

Map to Hotel (Anantara & Avani+)



What's Around

- ASIATIQUE THE RIVERFRONT
- RIVERSIDE PLAZA
- GRAND PALACE AND WAT PHRA KAEO
- ICONSIAM
- WAT PHO
- WAT ARUN (TEMPLE OF DAWN)

Shuttle Boat Service

The shuttle boat is manned by attentive staff members. Explore more of this fascinating city with the hotels' regular shuttle service, running from 12.00 noon – 8.45 pm daily. Cruise along the Chao Phraya for 15 minutes to reach the BTS skytrain and ICONSIAM.

SHUTTLE BOAT SERVICE



ANANTARA PIER
11.00 am (SAT & SUN)
12.00 noon
1.00 pm
2.00 pm
3.00 pm
4.00 pm
5.00 pm
6.00 pm
7.00 pm
8.00 pm
9.00 pm (FRI & SAT)
10.00 pm (FRI & SAT)
11.00 pm (FRI & SAT)

SATHORN PIER (BTS)
11.15 am (SAT & SUN)
12.15 pm
1.15 pm
2.15 pm
3.15 pm
4.15 pm
5.15 pm
6.15 pm
7.15 pm
8.15 pm
9.15 pm (FRI & SAT)
10.15 pm (FRI & SAT)
11.15 pm (FRI & SAT)

ICONSIAM PIER
11.25 am (SAT & SUN)
12.25 pm
1.25 pm
2.25 pm
3.25 pm
4.25 pm
5.25 pm
6.25 pm
7.25 pm
8.25 pm

ASEAN Intellectual Property Meeting Group

Stay period: 24 – 27 August 2022

Reservation Form**Anantara Riverside Bangkok Resort**257/1-3 Charoennakorn Road, Thonburi,
Bangkok 10600 THAILAND

Attention: Reservation

Tel: +66 2 476 0022 ext 1504 or 1506

Fax: +66 2 431 9469

Email: bangkokriverside@anantara.com**RESERVATION DETAILS**

Check-in Date: _____ Arrival Flight: _____ ETA: _____
 Check-out Date: _____ Departure Flight: _____ ETD: _____
 Name 1st Person:: _____
 Name 2nd Person: _____
 Contact Number: _____ Email: _____
 Country: _____ Company Name: _____

Room Type	Rate Per Room Per Night	No. of rooms	Number of Adults/Children
Deluxe Room	Single occupancy THB 3,700 net Double occupancy THB 4,200 net		/
Deluxe River View Room	Single occupancy THB 4,700 net Double occupancy THB 5,200 net		/
Deluxe River Front Room	Single occupancy THB 5,700 net Double occupancy THB 6,200 net		/
Anantara River Front Suite	Single occupancy THB 12,000 net Double occupancy THB 13,000 net		/

Remarks: _____

Bed Type: King size (1 bed) Twin (2 beds) *Bed type is on request basis & subject to availability upon arrival*

- Room rates are *inclusive of* 10% service charge and government vat of 7% (total of 17.7%).
- Room rates are inclusive of breakfast at The Market Restaurant.
- Official check in time is 15:00 hrs. and check out time is 12:00 hrs. (noon).
- Bed type preference (king bed or twin bed) on request basis and subject to availability on the date of reservation and confirmation.
- Rates offered will be available 3 days pre & post subject to availability at time of request.

Limousine Service (hotel – Suvarnabhumi Airport)
 Airport to Hotel Hotel to Airport Round Trip Not Require
 Toyota Camry (maximum 02 guests) at THB 2,000 net per car per way Mercedes Benz Car (maximum 02 guests) at THB 2,500 net per car per way**Deposit Requirement**

Full pre-payment (100% deposit) is required at time of reservation confirmation. The Hotel will send a secure online credit card payment link to your email once the reservation form received. Payment is required within 24 hours upon a receiving of credit card payment link. The Hotel reserves the right to cancel the booking should the payment is not made within 24 hours. Deposit is non-refundable.

Cancellation: Reservation may not be cancelled. Full payment will be forfeited.**No Show:** Any room reservations confirmed and not claimed before midnight on the day of arrival (No Show), will be cancelled and *No Show Charge* equals to total room charge (100% cancellation charge) will be applied.**Early Departure:**

In the event a guest who has reserved a room checks-out prior to the guest's reserved check-out date, the Hotel will add an *Early Departure Fee* to guest's account. Early departure fee is equivalent to room rate times number of nights to the original check out date.

TERMS AND CONDITIONS

- All booking changes and cancellations must be made in writing and must be sent to bangkokriverside@anantara.com
- By confirming the reservation, you agree to deposit and cancellation terms.
- The above rates are available for participants of ASEAN Intellectual Property Meeting Group only.

ASEAN Intellectual Property Meeting Group

Stay period: 24 – 27 August 2022

Reservation Form**Avani+ Riverside Bangkok Hotel**257 Charoennakorn Road, Thonburi,
Bangkok 10600 THAILAND

Attention: Reservation

Tel: +66 2 431 9100

Fax: +66 2 431 9469

Email: avaniplus.bangkok@avanihotels.com**RESERVATION DETAILS**

Check-in Date: _____ Arrival Flight: _____ ETA: _____
 Check-out Date: _____ Departure Flight: _____ ETD: _____
 Name 1st Person: _____
 Name 2nd Person: _____
 Contact Number: _____ Email: _____
 Country: _____ Company Name: _____

<u>Room Type</u>	<u>Rate Per Room Per Night</u>	<u>No. of rooms</u>	<u>Number of Adults/Children</u>
Avani River View Room	Single occupancy THB 3,700 net Double occupancy THB 4,200 net		/
Avani River View Junior Suite	Single occupancy THB 7,700 net Double occupancy THB 8,200 net		/

Remarks: _____
 Bed Type: King size (1 bed) Twin (2 beds) *Bed type is on request basis & subject to availability upon arrival*

- Room rates are *inclusive of* 10% service charge and government vat of 7% (total of 17.7%).
- Room rates are inclusive of breakfast at The Market Restaurant.
- Official check in time is 15:00 hrs. and check out time is 12:00 hrs. (noon).
- Bed type preference (king bed or twin bed) on request basis and subject to availability on the date of reservation and confirmation.
- Rates offered will be available 3 days pre & post subject to availability at time of request.

Limousine Service (hotel – Suvarnabhumi Airport)

- Airport to Hotel Hotel to Airport Round Trip Not Require
- Toyota Camry (maximum 02 guests) at THB 2,000 net per car per way
 Mercedes Benz Car (maximum 02 guests) at THB 2,500 net per car per way

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- The above rates are available for participants of ASEAN Intellectual Property Meeting Group only.

SEE YOU IN BANGKOK

2022 Annual Conference

August 25-26, 2022