



ASEAN Intellectual Property Association

2024

ASEAN IPA

Annual General Meeting & Conference

JAKARTA

“RISING TO THE CHALLENGES OF THE DIGITAL ERA - ASEAN PERSPECTIVES”



01 - 02 March 2024

Mandarin Oriental, Jakarta

Jl. M.H. Thamrin, Jakarta 10310 INDONESIA



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Please direct all inquiries to:

Secretariat of Organizing Committee
ASEAN IPA 2024

c/o Januar Jahja & Partners
Menara Batavia, 19th Floor,
Jl. K.H. Mas Mansyur, Tanah Abang,
Jakarta Pusat 10220, Indonesia.

T: +6221 5793 0056

E: jwinaga@jahja.com

WELCOME MESSAGES



Pham Nghiem Xuan Bac
President of ASEAN IPA

Dear ASEAN IPA members, friends, and colleagues,

On behalf of ASEAN IPA, I am delighted to announce and invite you to the 2024 ASEAN IPA Annual General Meeting & Conference, scheduled to take place on **March 01-02, 2024 in Jakarta, Indonesia.**

As we have observed, the world is entering a digital era with unprecedented characteristics and outcomes. Countries around the world are actively adjusting policies and strategies on international integration to align with the dynamic movements and impacts of the digital era, including matters concerning intellectual property. For ASEAN countries, seizing the opportunities provided by the digital era will greatly contribute to the comprehensive implementation of proactive policies and strategies for our international integration.

In line with the aforementioned context, our focus this year will center on the theme of **“RISING TO THE CHALLENGES OF THE DIGITAL ERA - ASEAN PERSPECTIVES.”** The conference will establish a platform for our delegates, both members and non-members, to form networks with like-minded IP experts and professionals. It will provide an opportunity to engage in discussions, exchange ideas, and share valuable insights on the rising challenges, trends, and developments in our rapidly digitalized world.

I would like to extend my gratitude to the ASEAN IPA Indonesia National Group and the Organizing Committee for dedicating your time and effort to make this year's conference possible.

We are looking forward to seeing you in Jakarta, Indonesia, and hope that all participants will have productive and successful time!

WELCOME MESSAGES



Dwi Anita Daruherdani
Country Head of Indonesian Group
ASEAN IPA

Dear ASEAN IP members, colleagues, friends in the ASEAN IP community,

It is with immense joy and gratitude for the Indonesian Group to host the ASEAN IPA Annual General Meeting and Conference on 1-2 March 2024. Undeterred by the postponement of the 2020 Annual General Meeting and Conference due to COVID-19, we are zealously resuming our preparations to ensure the 2024 event's success.

Building up the success and enthusiasm of the topics delivered in the previous ASEAN IPA Conferences, we are delighted to invite all delegates – members and non-members, from ASEAN and non-ASEAN members countries, to join the continuation journey of exploration on “**Rising to the Challenges of the Digital Era – ASEAN Perspectives**”.

This year's program aims to foster discussions as well as providing insights into how ASEAN and intellectual property stakeholders should address emerging questions. We are featuring distinguished speakers whose wealth of experience and expertise, promising a dynamic and insightful exploration on the diverse topics relate to the Digital Era.

I would also like to extend my gratitude to the ASEAN IPA Indonesia National Group and the Organizing Committee for the time and effort to make this year's Annual Meeting and Conference a success.

We look forward to welcoming you in Jakarta and hope that the event will provide a meaningful platform for the sharing of knowledge, culture, and experience, as well as providing opportunities to build lasting relationships to promote the advancement of our profession.

See you in Jakarta!



ORGANIZING COMMITTEE

Advisor	:	Dwi Anita Daruherdani
Chairwoman	:	Juanitasari Winaga
Treasurer	:	Juliane Sari (Debbie) Manurung Gunawan Bagaskoro
Secretary / Registration	:	Fince Maharani
Venue and Accommodation	:	Winuriska Nidya Kalangie
Programs	:	Rochmali Zultan
Publication	:	Anny Gunadi
IT & Equipment	:	Kelvin Wibawa Ferdinand Lisaldy
Social Programs	:	Fortuna Alvariza Emirsyah Dinnar Hendra Widjaya



PROGRAMS

“RISING TO THE CHALLENGES OF THE DIGITAL ERA – ASEAN PERSPECTIVES”

FRIDAY, 01 MARCH 2024

11:00 - 21:00

Registration

16:30 - 18:00

Annual General Meeting (all participants)

Venue: Grand Ballroom Mandarin Oriental, Jakarta

18:30 - 21:00

Welcome Reception

Venue: Grand Ballroom Mandarin Oriental, Jakarta

SATURDAY, 02 MARCH 2024

08:00 - 17:00

Registration

08:45 - 09:00

Opening

ASEAN Digital Age: Challenges and Future Forecast

This session will discuss recent challenges and opportunities presented by the current digital and borderless age of trade and economics to ASEAN business stakeholders.

09:00 - 09:25

Digital Economy Growth in ASEAN

Speaker: **Prof. Bambang Brodjonegoro, S.E., M.U.P., Ph.D.**, Former Minister of National Development Planning/National Development Planning Agency (BAPPENAS) - **Indonesia**

09:25 - 09:50

Impact of Digital Economy on IP in ASEAN (non-AI)

Speaker: **Dr. Thang Luong**, ASEAN Secretariat Representative



PROGRAMS

SATURDAY, 02 MARCH 2024 - Continued

09:50 - 10:15

ASEAN's Digital Future

Speaker: **Austin Menyasz**, SAP (System Applications and Products) Head of Government Affairs, Southeast Asia - **Singapore**

10:15 - 10:30

Q & A

Regional Data Privacy Frameworks

The rise of data privacy concerns beyond personal data protection will be the focus of this session.

10:30 - 11:10

Regional Data Privacy Frameworks

Speakers: **1. Mr. Kozo Takeuchi**, President Elect of APAA HQ - **Japan**
2. Ms. Yvonne Y.F. Lin, Managing Partner of Formosan Brothers - **Taiwan**

11:10 - 11:30

Data Privacy in an AI-driven World

Speaker: **Ir. Budi Rahardjo MSc., PhD**
(Lecturer of Institut Teknologi Bandung and Technopreneur) - **Indonesia**

11:30 - 12:40

Q & A

12:40 - 13:00

Lunch Break

Harnessing the Power of Artificial Intelligence

This session will offer participants a hands-on introduction to issuing prompts to generative AI and demonstrate the use of AI in the legal field, for example, in document construction.



PROGRAMS

SATURDAY, 02 MARCH 2024 - Continued

13:00 - 14:00

AI Workshop - How does AI work? (Live Demo)

Speaker: **Mr. Kukuh TW**, Practitioner & Entrepreneur - **Indonesia**

14:30 - 14:45

Case Study: Utilization of AI in Regulation Making Harmonization

Speaker: **Three Neurons (Bryan Tjandra, Nyoo Steven Christopher Handoko, Oey Joshua Jodrian)**, University of Indonesia - **Indonesia**

14:45 - 15:15

Q & A

15:15 - 15:30

Coffee Break

The Future of AI and Its Impact

Join our expert panel as they consider the impact of AI on the IP landscape and deliberate on bread-and-butter issues like ownership, infringement, licensing, and AI regulation.

15:30 - 17:00

Debate - The Future of AI and Its Impact (IP Ownership, Infringement, Regulation and Other Issues)

Debaters:

- 1. Mr. Peter Fowler**, Senior Counsel for Enforcement, Office of Policy and International Affairs of USPTO - **USA**
- 2. Mr. Peter Sungjin Chun**, Senior Vice President of APAA Korean Group, Managing Partner at MUHANN Patent & Law firm - **Republic of Korea**
- 3. Mr. (Jesse) Chao Zhang**, AIPPI Chinese Group - **China**
- 4. Dr. Nobuharu Okazaki**, Shinjyu Global IP - **Japan**

Moderator: **Mr. Ralph Nack**, First Deputy Reporter General of AIPPI - **Switzerland**



PROGRAMS

SATURDAY, 02 MARCH 2024 - Continued

17:00 - 17:15
Closing Remarks and Wrapping Up

19:00 - 21:00
Gala Dinner
Venue: Grand Ballroom Mandarin Oriental, Jakarta
Dress code : National or Formal Attire



REGISTRATION INFORMATION

Registration Desk

The Registration desk would be located at foyer area of Mandarin Oriental Hotel. All participants should re-register in the Registration Desk, settle discrepancy, if any, and pick up their Name Badge and Conference Kit.

Name Badge Requirements

Name Badge will always be a requirement to be admitted to the all sessions, including the social program, lunch, and dinner.

Accompanying Family Persons (AFP)

Accompanying Family Persons are only entitled to attend Welcome Reception, Lunch and Gala Dinner.

CONFERENCE VENUE



Mandarin Oriental, Jakarta

Jalan MH Thamrin,
Jakarta, 10310 Indonesia

T. +62 21 2993 8888

www.mandarinoriental.com



Conveniently located in the financial and diplomatic district, Mandarin Oriental, Jakarta is the most luxurious hotel in this exciting city. The boutique atmosphere of the hotel is greatly enhanced by the intimacy, luxury, security, stringent health and safety protocols and the very highest levels of personalized service, reflecting both the heritage of the Mandarin Oriental brand and the warmth and friendliness of the true Indonesian hospitality.

With spacious guestrooms and suites, and a variety of award-winning restaurants and bar concepts, the hotel is an oasis of 21st century luxury and the meeting place of choice for hotel guests and the local community.



NETWORKING PROGRAMS

There are two networking programs on Sunday, 3 March 2024 that you may choose during you stay in Jakarta:

1. 2024 ASEAN IPA Jakarta City Tour (Full Day)

Pick up from Mandarin Oriental, Jakarta will be at 08.30 am.

Price per pax : USD 58.00 Nett

2. 2024 ASEAN IPA Golf Excursion at SEDAYU INDO GOLF

Enjoy quality networking event at one of the best golf courses in Indonesia

Price per pax : USD 395.00 Nett

Packages include:

- 1 (one) round of golf (caddy, cart, green fee, and tips included)
- Transport from and to Mandarin Oriental, Jakarta
- Lunch and dinner
- Documentations, goodie bags and souvenirs, and entertainment



WHILE IN JAKARTA

ARRIVAL AT THE AIRPORT

VISA

- All passports must be valid for a minimum of 6 (six) months from the date of entry into Indonesia.
- ASEAN countries passport holders are permitted to enter Indonesia without a visa.
- Other than ASEAN countries passport holders, all visitors have to enter Indonesia by applying e-Visa.

TAXI

Soekarno-Hatta International Airport is located at Cengkareng, Tangerang. International flights will be arriving in Terminal 3.

Taxi counters are located on the Arrivals level after customs as well as outside at the taxi stand. For the metered taxis, we recommended that you hire Blue Bird, Silver Bird, or Golden Bird.

You can inform the destination to the attendant. Afterwards, you can pay the fare and proceed to the taxi with the receipt or use the meter and pay upon your arrival. Taxi fare from Jakarta Soekarno - Hatta International Airport to the Mandarin Oriental, will be approximately USD 18 (equivalent to IDR 280.000) with Blue Bird, and there will be additional toll fees applied. Should you wish to take Silver bird or Golden Bird, the fares will be higher. Please note you can also use online ride hailing (Grab Car well as Gocar) at the Soekarno - Hatta International Airport.

TRAIN TO CITY

There are signs in Terminal 3 of the Soekarno-Hatta International Airport to direct you to the Skytrain. The Skytrain is a short rail line that you can use to get to Jakarta Soekarno-Hatta Train Station (Soekarno-Hatta Integrated Airport Railway Station - "SHIA").

You can then buy the train ticket and board the SHIA., It will take you around 45 minutes to BNI City Station which conveniently located in Central Jakarta, walking distance to the Mandarin Oriental, Jakarta.



WHILE IN JAKARTA

GETTING AROUND

Taxis and online ride hailing (Grab Car as well as Gocar) are easy to find in Jakarta.

CLIMATE

Jakarta has a tropical monsoon climate. The city is generally hot and humid in March. The average temperature ranging between minimum of 28 degrees Celsius (82.4°F) to 34 degrees Celsius (93.2° F). There is a chance of rain on an average day in March in Jakarta.

For most of the year, summer clothing (lightweight, cotton clothing) is suitable, although warmer garments may be required in the rainy seasons and air-conditioned offices, hotels and shopping malls.

CURRENCY

The Currency is Indonesian Rupiah (IDR/Rp). Any foreign currency could be exchanged at any bank or money changer outlets. Payments can also be made by using credit cards.

The currency rate is USD 1 = approximately IDR 16.000.

TIME

Jakarta is in the GMT/UTC+7 time zone (known in Indonesia as WIB, Waktu Indonesia Barat).

Business days are Mondays through Fridays and Business hours are from 08.30 to 17.00. Most restaurants and shops are open from 10.00 to 22.00.

MOBILE PHONES

In Indonesia, you will be able to use your mobile phone as long as it is programmed for roaming internationally. Pre-paid SIM card for Indonesia is available in the airport.

LANGUAGE

Indonesian

SPONSORS

We extend our heartfelt gratitude to our sponsors for their generous support and unwavering commitment to the ASEAN IPA 2024 Conference. Their invaluable contribution has played a pivotal role in making this conference a resounding success.

