



IP Key South-East Asia
EU Business Talks

11 September 2019
Gallery I, The Athenee Hotel
Bangkok, Thailand

DRAFT AGENDA

Contact person:
Mr. Tiago Guerreiro, EUIPO
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www.ipkey.eu



11 September 2019

08:30 – 09:00am *Registration*

09:00 – 09:15am Opening Remarks

Mr. Peter Kovacs, Head of Unit, Intellectual Property and Public Procurement, Directorate-General for Trade, European Commission

09:15 – 09:30am Overview of IP Key South-East Asia: Intellectual Property as Key to Innovation, Economic Growth, and Cooperation

Mr. Tiago Guerreiro, Project Leader, IP Key South-East Asia Project

09:30 – 09:45am EU Business' Views on Intellectual Property Rights in South-East Asia Countries

09:45 – 10:30am *Open Forum*

10:30 – 10:45am Closing Remarks and Photo Opportunity

Mr. Tiago Guerreiro, Project Leader, IP Key South-East Asia Project





SOUTH-EAST ASIA



Conference on Online IPR Infringement and the Responsibility of Intermediary Service Providers

11-12 September 2019
London Room, The Athenee Hotel
Bangkok, Thailand

DRAFT AGENDA

Contact person:

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Directed by the European Commission, IP Key South-East Asia is implemented by the European Union Intellectual Property Office (EUIPO)

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- 11:00 – 11:30am Registration and Networking Coffee/Tea Break
- 11:30 – 12:00nn *Opening Remarks*
- Mr. Thosapone Dansuputra, Director-General,
Department of Intellectual Property of Thailand
- Mr. Peter Kovacs, Head of Unit, Intellectual Property and
Public Procurement, Directorate-General for Trade,
European Commission
- 12:00 – 12:30nn Overview of IP Key South-East Asia: Intellectual
Property as Key to Innovation, Economic Growth, and
Cooperation
- Mr. Tiago Guerreiro, Project Leader, IP Key South-East
Asia Project
- 12:30 – 14:00pm Photo Opportunity and Lunch Break
- 14:00 – 14:45pm Session 1: IPRs in the Digital Age and Online
Environment: Trends, Issues, and Challenges
- Mr. Kenneth Wright, Danish Patent and Trademark
Office
- 14:45 – 15:30pm Session 2: International Initiatives on IPR Protection and
Enforcement in the Digital Age
- 15:30 – 15:45pm Coffee Break
- 15:45 – 16:30pm Session 3: EU IPR Protection and Enforcement in the
Digital Single Market
- Mr. Erling Vestergaard, European Observatory on
Infringements of IP Rights



16:30 – 17:30pm

**Session 4: Panel Discussion on Global Best Practices
for Curbing IPR Online Infringements**

Moderator: Mr. Kenneth Wright

Panelists: Mr. Erling Vestergaard

Ms. Xenia Iwaszko-Manning, Director of
International Trade, IFPI



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12 September 2019

09:00 – 10:00am **Session 5: Panel Discussion on Enforcing IP Rights in the Online Environment**

Moderator: Mr. Kenneth Wright

Panelists: Ms. Jenny Wong, Director of Asian Regional Office, IFPI

Mr. Franck Fougere, External Expert, SEA IPR SME Helpdesk Project

10:00 – 10:15am *Coffee Break*

10:15 – 11:15am **Session 6: Panel Discussion on the Role and Responsibilities of Intermediary Service Providers in Combatting Online Infringements**

Moderator: Mr. Kenneth Wright

Panelists: Mr. Perdana Saputro, Vice President of Legal and Compliance, Bukalapak Indonesia

Mr. Andy Chua, Senior Vice President, Intellectual Property Protection, Lazada Group

11:15 – 12:00nn **Session 7: Thailand's National Initiatives to Combat Online Infringements**

Mr. Chakra Yodmani, Director, IP Promotion and Development Office, Department of Intellectual Property of Thailand

12:00 – 13:30pm *Lunch Break*



13:30 – 14:00pm **Session 8: The Malaysian Approach to Secondary Liability for IPR Infringements**

Mr. Mohd Fuzi Hadi Bin Abd Latif, Enforcement Officer,
Ministry of Domestic Trade and Consumer Affairs of
Malaysia

14:00 – 15:30pm **Session 9: Panel Discussion on How SEA Countries can Move Towards Better Protection for IP Rights in the Online Environment**

Moderator: Mr. Kenneth Wright

Panelists: Mr. Erling Vestergaard

Mr. Chakra Yodmani, DIP

Ms. Jenny Wong, IFPI

Mr. Franck Fougere, SEA IPR SME
Helpdesk Project

Mr. Perdana Saputro, Bukalapak Indonesia

Ms. Gladys Chun, General Counsel &
Head of Government Affairs, Lazada
Group

15:30 – 15:45pm *Coffee Break*

15:45 – 16:30pm *Open Forum*

16:30 – 17:00pm *Closing Remarks*

IP Key SEA

