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
Email: tiago.trindade@euipo.europa.eu

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

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

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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
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
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

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