



IP Key South-East Asia  
**EU Business Talks**

11 September 2019  
Gallery 1, Level 3, The Athenee Hotel  
Bangkok, Thailand

**AGENDA**

Contact person:

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[www.ipkey.eu](http://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 the South-East Asia Countries

Ms. Peeraya Thammasujarit, Legal Counsel in Thailand for the LEGO Group, Deputy Country Manager and Head of Dispute Resolution Team, Rouse Thailand

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

