



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

19 September 2019  
Sentral Ballroom B, Level 6  
Hilton Kuala Lumpur Hotel, 3 Jalan Stesen Sentral  
Kuala Lumpur, Malaysia

**AGENDA**

Contact person:

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[www.ipkey.eu](http://www.ipkey.eu)



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- 15:30 – 15:45pm Registration and Networking Coffee/Tea Break
- 15:45 – 16:00pm Opening Remarks  
EU Delegation in Malaysia
- 16:00 – 16:15pm 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
- 16:15 – 16:30pm Updates on Recent Developments in the IP Landscape of Malaysia  
Mr. Azrul Hamid, External Expert, SEA IPR SME Helpdesk Project
- 16:30 – 17:15pm *Open Forum*
- 17:15 – 17:30pm Closing Remarks and Photo Opportunity  
Mr. Tiago Guerreiro, Project Leader, IP Key South-East Asia Project

