ASEAN Intellectual Property Association

20th Annual Meeting and Conference
4 - 6 March 2016
Kuala Lumpur MALAYSIA

"Looking Ahead - IP in ASEAN"
Invitation

ASEAN Intellectual Property Association (ASEAN IPA)
Conference in Kuala Lumpur, 4-6 March 2016
Pullman Kuala Lumpur City Centre Hotel & Residences

Dear Friends and Colleagues,

On behalf of ASEAN IPA it is with great pleasure that I invite you to the above event.

The Program is attached herewith with the topics to be covered in the Conference. 2016 is an exciting year for IP in ASEAN as we move into the next phase of developing and strengthening the IP system and laws in all the ASEAN countries.

We hope to hear from the representatives of the ASEAN Government IP offices on the Strategic Plan for IP for 2016-2025. As the Madrid Protocol becomes implemented in the ASEAN countries, we will learn of the fine tuning needed to make it a success but more importantly we want to explore the possibility of even having a “mini-Madrid” for ASEAN to benefit our ASEAN businesses. The emerging regional issues of plain packaging, protection of traditional knowledge and the impact of TPPA will also be discussed.

2016 also marks the 20th Anniversary of ASEAN IPA. We were born 20 years ago right here in Kuala Lumpur and we will celebrate this journey of IP in ASEAN during our conference dinner.

All in all it is going to be great conference and I hope to see you in KL and wish you Selamat Datang! To register please use the Conference Registration Form and the Hotel Reservation Form attached.

There will also be an AIPPI ASEAN Regional Meeting on 3 March at the same venue prior to our conference and it would be great for you to consider attending both back to back meetings.*

See you soon!

Chew Phye Keat
President
ASEAN Intellectual Property Association
chewphykeat@rdl.com.my

* To join the AIPPI Regional ASEAN meeting, please contact Ms Ameet Kaur Purba at ameet@shearndelamore.com or visit the AIPPI Malaysian website at www.aippi.my
## Tentative Programme

### 4th March 2016, Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| Morning - evening | - Pre-conference tours (self)  
- Check-in & Registration |
| 1400 - 1730 | 2\textsuperscript{nd} Council Meeting of the 10\textsuperscript{th} Council of ASEAN IPA  
(for ASEAN IPA’s Council Members only) |
| 1730 - 1830 | Annual General Meeting of ASEAN IPA                                                             |
| 1830 - 2000 | Welcome Reception                                                                               |

### 5th March 2016, Saturday

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>0800 - 0845</td>
<td>Registration</td>
</tr>
<tr>
<td>0845</td>
<td>Arrival of Guest of Honour</td>
</tr>
</tbody>
</table>
| 0900 - 0930 | Welcome & Speeches by President & Guest of Honour  
(Director General of Intellectual Property Corporation of Malaysia (MyIPO) and Chair of AWGIPC) |
| 0930 - 1000 | Coffee break                                                                                   |
| 1000 - 1030 | Conference Topic 1  
ASEAN IPA, a 20 year journey with the IP community.                                             |
| 1030 - 1100 | Conference Topic 2  
AWGIPC to share the Strategic IPR Action Plan 2016 - 2025 - “Where do we go from here?”.        |
<table>
<thead>
<tr>
<th>Time</th>
<th>Conference Topic</th>
</tr>
</thead>
</table>
| 1100 - 1200 | Conference Topic 3  
*Having a “mini-Madrid” for ASEAN - doesn’t it make sense?* |
| 1200 - 1230 | Conference Topic 4  
*Updates and sharing from WIPO, INTA and ECAP* |
| 1230 - 1400 | Lunch (paying accompanying persons included) |
| 1400 - 1530 | Conference Topic 5  
*Emerging IP issues affecting ASEAN*  
- *How to get started with GRTKCE*  
- *Update on plain packaging issue - balancing public health and IPR*  
- *Implications of the TPPA on IPR in ASEAN* |
| 1530 - 1600 | Coffee break |
| 1600 - 1700 | Conference Topic 6  
- *IP Law updates for ASEAN*  
- *The Hague Agreement for Designs - what are its implications?* |
| 1700 - 1730 | Round up of conference |
| 1930 - 2230 | 20th Anniversary Dinner of ASEAN IPA  
(Paying accompanying persons included) |
**6th March 2016, Sunday**

**Optional Tours (half day or full day)**

**A. Genting Highlands Tour** - a day with lady luck & excitement
- those below 21 yrs old are not allowed into the casino
- inclusive : Return cable car tickets only
- Excluding : Theme park tickets, Shows

Departure : Daily at 9:30 am  
Pick up : 8:45 - 9:15 am  
Duration : 8 hrs  
Rate : RM100 / Adult; RM 60 / Child

**B. A Day in Rainforest** - back to nature
- exclude nature guide  
- exclude lunch  
- please wear comfortable walking shoes, hat/cap & bring a long bath towel and spare clothing in case you’ll get wet or dirty  
- aboriginal museum will be closed on every Friday  
- canopy walk not available on Monday and Friday

Departure : Daily at 9:30 am (except Monday and Friday)  
Pick up : 8:45 - 9:15 am  
Duration : 4 hrs  
Rate : RM180 / Adult; RM 150 / Child

**C. Pulau Ketam “Crab Island Tour”** - entire town, including its roads, built on stilts!
- inclusive lunch at local restaurant

Departure : Daily at 9:30 am  
Pick up : 8:45 - 9:15 am  
Duration : 8 hrs  
Rate : RM180 / Adult; RM 90 / Child

**D. Aborigine Settlement & Elephant Sanctuary** - an adventurous outing
- inclusive of lunch  
- please wear comfortable walking shoes, cap/hat and bring along bath towel and spare clothing in case you get wet or dirty

Departure : Daily at 9:30 am  
Pick up : 8:45 - 9:15 am  
Duration : 8 hrs  
Rate : RM195 / Adult; RM130 / Child

**E. Historical Malacca** - more than 580 years of history
- inclusive lunch at local restaurant

Departure : Daily at 9:30 am  
Pick up : 8:45 - 9:15 am  
Duration : 8 hrs  
Rate : RM120 / Adult; RM 80 / Child

**NOTE:** Please indicate the tour you would like to join in the conference registration form
ASEAN INTELLECTUAL PROPERTY ASSOCIATION
CONFERENCE REGISTRATION FORM

ASEAN IPA 20th Annual Meeting and Conference 2016
C/o Raja, Darryl & Loh, 18th Floor, Wisma Sime Darby
Jalan Raja Laut, 50350 Kuala Lumpur MALAYSIA
Fax: + 60 3 2698 4759
Email: aseanipa@rdl.com.my

I wish to register for the above conference as Participant/Accompanying Person of Participant:

1. PARTICIPANT
PLEASE TICK: CORPORATE ASEAN IPA MEMBER [ ] INDIVIDUAL ASEAN IPA MEMBER [ ]
NON ASEAN IPA MEMBER [ ]

Mr/ Mrs/ Ms/ Dr : ____________________ ____________________ ____________________
*please delete First name Middle name Last name

Name for Tag : ____________________________________________________________

Nationality : __________________________________________ Professional Title :

Firm/ Company : _________________________________________________________

Mailing Address :

_____________________________________________________________________

Contact Tel No : ____________________ Fax No : ____________________

E-mail : ____________________

________________________________________________________

2. PARTICIPANT [ ] ACCOMPANYING PERSON [ ] (please tick)

Mr/ Mrs/ Ms/ Dr : ____________________ ____________________ ____________________
*please delete First name Middle name Last name

Name for Tag : ____________________________________________________________

Nationality : __________________________________________ Professional Title :

Firm/ Company : _________________________________________________________

Mailing Address :

_____________________________________________________________________

Contact Tel No : ____________________ ____________________ Fax No : ____________________

E-mail : ____________________

• Note
1. If ASEAN IPA member is a corporate member, the member can send any number of representatives from the member’s company at the same price per person of USD200.00. Each Representative should provide the above details.

2. Accompanying Person entitlement is for lunch and Anniversary Dinner on 5th March 2016. Accompanying Person should also provide the above details.
**REGISTRATION FEES**

<table>
<thead>
<tr>
<th></th>
<th>Fees</th>
<th>No Of Person(s)</th>
<th>Amount (USD/RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASEAN IPA Members</td>
<td>USD200.00</td>
<td></td>
<td>RM850*</td>
</tr>
<tr>
<td>Non ASEAN IPA Members</td>
<td>USD250.00</td>
<td></td>
<td>RM1,100*</td>
</tr>
<tr>
<td>Accompanying Person</td>
<td>USD80.00</td>
<td></td>
<td>RM350*</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* RM amounts are for payment by Malaysian Participants/Accompanying Persons only

**Payment of Registration Fees**

Please tick your chosen mode of payment.

- I am paying by **bankdraft** no. __________________ for USD ____________ (please add USD10 to the total registration fees for bank charges) in favour of “ASEAN INTELLECTUAL PROPERTY ASSOCIATION”. I am sending the above bankdraft together with my original Registration Form.

- I am paying by **telegraphic transfer (TT)*** for USD ____________ (please add USD10 to the total registration fees for bank charges) according to details below. I am sending the TT payment advice together with my original Registration Form.

- I am paying by **cash** the amount of USD ____________ upon arrival and registration at the conference venue.

*Please make the payment by telegraphic transfer (TT) in USD to:
Account Holder: ASEAN INTELLECTUAL PROPERTY ASSOCIATION
Bank: Hong Leong Bank Berhad
Bank Address: Level 1, Wisma Hong Leong, 18 Jalan Perak, 50450 Kuala Lumpur
Account no: 001 02 000 678
Swift code: HLBB-MYKL

For Malaysia Participants/Accompanying persons - Please make the payment in RM to:
Account Holder: ASEAN INTELLECTUAL PROPERTY ASSOCIATION
Bank: Hong Leong Bank Berhad
Bank Address: Level 1, Wisma Hong Leong, 18 Jalan Perak, 50450 Kuala Lumpur
Account no: 001 00 315 530

**Hotel Reservation at Conference Venue** - Hotel Pullman KLCC:
- Please use the Hotel Reservation Form attached to this Form and send the same directly to the hotel as instructed in the Hotel Reservation Form

**Optional Tours on 6th March 2016**
- If you would like join any of the above tours please indicate below:
  - [ ] Genting Highlands Tour: number of persons [   ]
  - [ ] A Day in the Rainforest: number of persons [   ]
  - [ ] Pulau Ketam: number of persons [   ]
  - [ ] Aborigine Settlement & Elephant Sanctuary: number of persons [   ]
  - [ ] Historical Malacca: number of persons [   ]

* Confirmation of the Tour will be upon registration at the Conference Venue and payment will be collected during that time

For all inquiries on the conference please:
email to aseanipa@rdl.com.my or chewphykeat@rdl.com.my or fax +603-26984759 or
call +603-26949999 extension 204 (speak to Ms Liu Foong Kuen)