21st ASEAN Intellectual Property Association Annual Meeting & Conference

“IP in the ASEAN Region in a Changing Global Landscape”

21 to 23 April 2017
Crowne Plaza Manila Galleria Hotel
Ortigas Center, Metro Manila, Philippines
ASEAN Intellectual Property Association

Chew Phye Keat
President

Aleli Angela G. Quirino
Vice-President

Caroline Francis
Secretary

Michael Chai
Treasurer

ASEAN Intellectual Property Association
National Group of the Philippines

Rico V. Domingo
Country Head

Valeriano R. Del Rosario
Emma Cariño Francisco
Llewelyn R. Llanillo
Aleli Angela G. Quirino
Councillors

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ASEAN IP Association – National Group of the Philippines
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1635 Taguig, Metro Manila, Philippines
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MESSAGE FROM THE ASEAN IP ASSOCIATION PRESIDENT

Dear ASEAN-IPA members, friends and colleagues,

It is with great pleasure I invite you to attend our ASEAN-IPA Annual Meeting and Conference in Manila from 21-23 April 2017. This is the 50th year of ASEAN and we will use this conference to celebrate not just the journey of ASEAN as an integrated economic entity but also the corresponding journey of ASEAN-IPA in its 21st year as an IP regional association committed to developing and strengthening “IP for ASEAN”. The fast changing pace of technology and indeed even the traditionally accepted worldview of the boundaries of IP are clearly matters which are engaging IP owners, users and practitioners constantly and in fact are being challenged in some sectors. Endeavours to navigate through this maze of IP agendas pushed by various stakeholders remain a daunting task for ASEAN countries.

ASEAN-IPA stands committed to carry on this journey and to do all it can to help ASEAN gain the most from what IP can do to improve our economies while drawing a good healthy balance between protecting IP and allowing its use in a fair manner. This Conference will definitely increase our knowledge and insight of these live and key issues.

I congratulate our Filipino group for making this what I know will be a memorable and successful Annual Meeting and Conference!

On a personal note, I am happy to be “relieved” from my responsibility as President in the coming Annual Meeting and to pass the baton to my successor. It has been a meaningful term as President, making so many friends and forging so many alliances and collaborations for the sake of ASEAN and I am grateful to all who have supported and contributed to our Association during my tenure and wish my successor all the best.

Have a great Annual Meeting and Conference!

Chew Phye Keat
President, ASEAN-IPA
MESSAGES FROM THE HOST NATIONAL GROUP

Mabuhay!

The National Group of the Philippines of the ASEAN-IPA warmly invites you to come to and visit our country, and take part in the ASEAN-IPA’s 2017 annual conference. This is a very opportune time that our National Group plays host to this year’s edition of the conference since it coincides with the Philippines’ Chairmanship of the ASEAN for this year 2017. With the conference theme “IP in the ASEAN Region in a Changing Global Landscape”, our Group will strive its best to deliver a meaningful and productive conference that will enrich the delegates’ understanding of the challenges currently faced by our fellow ASEAN innovators, creators, inventors, artists, and the like, and how we can help turn these challenges into opportunities for growth and development.

We also invite you to have a slice of our sights and sounds and experience a bit of our exciting yet diverse traditions and lifestyle.

Again, we welcome you to the Philippines!

Rico V. Domingo
Philippine Country Head, ASEAN-IPA

Mabuhay and warmest greetings from the ASEAN-IPA Philippine Group!

We are honored to co-host this Conference specially since the ASEAN is celebrating this year its 50th Founding Anniversary. It could not have come at a better time with this year’s Philippine Chairmanship of the ASEAN under the theme “ASEAN 50: Partnering for Change, Engaging the World”. It is of no coincidence that our Conference theme also centers on change and challenges. We have seen changes happening in our country for these past few years, with the Philippines being hailed as one of the fastest growing economies in Asia. With the ASEAN region being considered as one of the promising areas for opportunities, we hope that the Conference will provide the participants a venue for ideas and discussions that will help the ASEAN Member States to “think globally and act locally”.

We look forward to welcoming you to our beautiful country and hope that during your stay, we will be able to provide you with a substantial glimpse into our culture, lifestyle, and values.

Aleli Angela G. Quirino
Vice-President, ASEAN-IPA
# Provisional Conference Programme

## Friday, 21 April 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole day (morning to evening)</td>
<td>Pre-conference tours <em>(optional)</em>&lt;br&gt;Conference registration</td>
</tr>
<tr>
<td>12:00 noon to 2:00 p.m.</td>
<td>Lunch for ASEAN-IPA Council Members only</td>
</tr>
<tr>
<td>2:00 p.m. to 5:30 p.m.</td>
<td>ASEAN-IPA Council Meeting&lt;br&gt; <em>(for ASEAN-IPA Council Members only)</em></td>
</tr>
<tr>
<td>5:30 p.m. to 6:30 p.m.</td>
<td>Annual General Membership Meeting of the ASEAN-IPA</td>
</tr>
<tr>
<td>6:30 p.m. to 8:00 p.m.</td>
<td>Welcome Reception / Networking Cocktails&lt;br&gt;<strong>Guest of Honor:</strong> Hon Ramon Lopez&lt;br&gt;Secretary&lt;br&gt;<em>Philippine Department of Trade &amp; Industry</em>&lt;br&gt;<strong>Emcee:</strong> Atty. Valeriano R. Del Rosario&lt;br&gt;<em>Philippine Councillor, ASEAN-IPA</em></td>
</tr>
<tr>
<td>Time</td>
<td>Event Description</td>
</tr>
<tr>
<td>---------------------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>8:00 a.m. onwards</td>
<td>Conference registration</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>Welcome Address</td>
</tr>
<tr>
<td></td>
<td>Mr. Chew Phye Keat</td>
</tr>
<tr>
<td></td>
<td>President, ASEAN-IPA</td>
</tr>
<tr>
<td>9:45 a.m. to 10:00 a.m.</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>10:00 a.m. to 11:30 a.m.</td>
<td>IP in ASEAN in a Changing Global Landscape: Challenges and Opportunities (Panel Discussion)</td>
</tr>
<tr>
<td></td>
<td>With the recent global developments, it seems the “traditional concepts” of IP protection is taking a “backseat”. Where are we headed? IP is being perceived as an “obstruction to progress”. (Speakers, to be confirmed.)</td>
</tr>
<tr>
<td></td>
<td>Moderator: Atty. Emma Cariño Francisco</td>
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<tr>
<td></td>
<td>Former Director General, IPO Philippines and Philippine Councillor, ASEAN-IPA</td>
</tr>
</tbody>
</table>
### Saturday, 22 April 2017 (continuation)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 11:30 a.m. to 12:15 p.m. | **International Trademark Association (“INTA”) Time**  
**Theme:** “*The Importance of Brands to Growing Economies: Trademarks and Geographical Indications*”  
**Speakers:**  
**Etienne Sanz de Acedo,** CEO of INTA (or alternatively 2017 INTA President), “Economic Impact of Trademark Intensive Industries: Research Results” (subject to confirmation)  
**Rosabel Balan,** IP Counsel, San Miguel Beer Philippines, “Building & Protecting a Brand: Experience from a Leading Philippine Brand” (subject to confirmation)  
**Stephane Passeri,** UN Food and Agriculture Organization, “Promotion of Rural Development Through GIs” (subject to confirmation) |
| 12:15 p.m. to 1:30 p.m. | **Lunch Break** |
| 1:30 p.m. to 3:00 p.m. | **ASEAN IP Focus – Strengthening Protection of Genetic Resources, Traditional Knowledge, and Cultural Expressions Across ASEAN**  
**Speakers:**  
**Sen. Loren Legarda,** Senate of the Philippines, Chairperson of the Senate Committee on Cultural Communities (subject to confirmation)  
**INTA Indigenous Rights Committee Member,** “Trends in TK Around the Globe: Best Practices for Brand Owners” (subject to confirmation)  
**Sjamsidar Isa,** Indonesian Fashion Designer Council (IPMI) Board Head, “Culture as Inspiration for Designs and Brands” (subject to confirmation) |
**PROVISIONAL CONFERENCE PROGRAMME**

Saturday, 22 April 2017  (continuation)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
</table>
| 3:00 p.m. to 3:30 p.m. | **Efforts Towards Facilitating IPR Protection Across the ASEAN Region**  
  **ASEAN Working Group on Intellectual Property Cooperation (“AWGIPC”) Time**  
  *(Specific topic/s & speaker/s, subject to confirmation.)* |
| 3:30 p.m. to 3:45 p.m. | **Updates on the Proposed Pan-ASEAN Trademark Protection System** |
| 3:45 p.m. to 4:00 p.m. | **Coffee Break** |
| 4:00 p.m. to 4:30 p.m. | **Institutional Partners’ Time**  
  *(Specific topic/s & speaker/s from WIPO Singapore and other IP partner-institutions/organizations, subject to confirmation.)* |
| 4:30 p.m. to 5:00 p.m. | **Country-Specific Developments/Initiatives Across ASEAN** |
| 5:00 p.m. to 5:30 p.m. | **Conference Round-Up and Closing Remarks**  
  **Atty. Rico V. Domingo**  
  *Philippine Country Head, ASEAN-IPA* |
| 7:30 p.m. to 10:30 p.m. | **Farewell Dinner & Cultural Night**  
  **Emcee:**  
  **Atty. Valeriano R. Del Rosario**  
  *Philippine Councillor, ASEAN-IPA* |
# Provisional Conference Programme

**Sunday, 23 April 2017**

<table>
<thead>
<tr>
<th>Whole day</th>
<th>Post-Conference Tours (optional)</th>
</tr>
</thead>
</table>

## Conference Tours (Optional)

**Pre-Conference (21 April 2017) and Post-Conference (23 April 2017)**

To maximize your trip to Manila, interested delegates may participate in any of these optional tours, for a minimal additional fee. All available tours will be guided by a Philippine Department of Tourism ("DOT") accredited tour guide.

### Optional Tour 1 – Manila Old & New City Tour

The tour starts right in the heart of the country’s financial center – the City of Makati. The first stop is The American Cemetery and Memorial, reputed to be the largest and most beautiful of American memorials outside the Continental United States. Next, the participant gets blasted to the past, an experience of the Philippines mixed heritage and colonial roots through The “Walled City” of Intramuros, with its ancient walls, church ruins and other relics of the Spanish Conquistadores. Finally, the participant will be brought to Fort Santiago, a Spanish fortress where the national hero, Dr. Jose Rizal, spent his last days and where he wrote his famous “My Last Farewell”.

Tour starts at 8:45 am, and expected to last until 1:00 pm.
Optional Tour 2 – Manila City Tour with BamBike EcoTour

For those who want a more novel experience, consider having the Manila Old and New City Tour with the BamBike EcoTour in Intramuros. In addition to visiting The American Cemetery and Memorial and Fort Santiago, participants will be riding through the streets on bamboo bikes that have been handmade by Gawad Kalinga villagers here in the Philippines. Participants will be led around the area, getting to cover more ground than if on a walking tour and having a more interesting experience than if going around on a calesa. This ecotour will both teach visitors about Philippine history and make them feel like kids again.

Tour starts at 8:45 am, and expected to last until 3:00 pm. Light lunch will be provided.

Optional Tour 3 – Greenhills Shopping Tour

Greenhills Shopping Center is a premier shopping, entertainment, and dining complex. The complex caters to shoppers of all kind, whether those with high-end tastes, or those looking for a good bargain. With over 2,000 stores in a unique indoor/outdoor environment, Greenhills Shopping Center is also home to the most extensive market of freshwater and South Sea pearls and other jewelry.

Tour starts at 9:30 am, and expected to last until 2:00 pm. Lunch will not be provided.
Optional Tour 4 – Taal Volcano Trekking Tour

Visit the world’s smallest volcano, Taal Volcano. The volcanic crater was created over 100,000 years ago, and Tagaytay City provides breathtaking panoramic views of Taal Lake. The participant will enjoy a peaceful picnic on the lake shore before taking a quick boat ride to Volcano Island. Riding on horseback along black lava flows, you will reach the spectacular viewpoint overlooking Crater Lake and Vulcan Point.

Tour starts at 8:45 am, and expected to last until 5:00 pm. Lunch will be provided.
CONFERENCE REGISTRATION FORM

2017 ASEAN Intellectual Property Association
21st Annual Conference & Meeting
21 to 23 April 2017, Metro Manila, Philippines

To: Secretariat, 2017 ASEAN IP Association Annual Meeting and Conference
22nd Floor ACCRALAW Tower, Second Avenue corner 30th Street
Crescent Park West, Bonifacio Global City
1635 Taguig, Metro Manila, Philippines
E-mail: aipaphilippines@gmail.com
Tel.: (632) 687-6443
Fax: (632) 687-6713

I. Participant Details

Please tick:
[ ] Individual ASEAN-IPA Member
[ ] Corporate ASEAN-IPA Member
[ ] Non-ASEAN-IPA Member

Mr./Ms./Mrs./Dr. ________________________________________________________________
Given Name(s) __________________________________________________________________
Surname _______________________________________________________________________

Preferred Name to be indicated in the Conference Badge: __________________________________

Country: ___________________________ Professional Title/Position __________________________

Firm/Company/Institution: __________________________________________________________

Firm/Company/Institution Address:
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

Preferred Mailing Address (if other than Firm/Company/Institution Address):
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

Telephone No.: ______________________ Fax No.: __________________________
E-mail Address: ______________________ Mobile No.: __________________________

Dietary Requirements: [ ] Vegetarian [ ] Halal [ ] Others: ________________________________
CONFERENCE REGISTRATION FORM

II. **Accompanying Person**

Mr./ Ms./ Mrs./ Dr. ___________________________________________ 

Given Name(s) ___________________________ Surname 

Preferred Name to be Indicated in the Conference Badge: __________________________________________

Country: _________________ Professional Title/Position __________________________________

Firm/Company/Institution: _________________________________________________________________

Firm/Company/Institution Address: 

________________________________________________________________________________________

________________________________________________________________________________________

Preferred Mailing Address (if other than Firm/Company/Institution Address):

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

Telephone No.: ___________________________ Fax No.: ___________________________

E-mail Address: ___________________________ Mobile No.: ___________________________

Dietary Requirements: [ ] Vegetarian [ ] Halal [ ] Others: ___________________________

**Notes:**

1. For **Corporate ASEAN-IPA Members**, you can send any number of representatives provided that each representative shall pay the Conference Registration fee (i.e., US$200.00 per person for foreign participants).

2. For **Accompanying Persons**, the registration fee includes: Welcome Cocktails (21 April 2017) and Farewell Dinner (22 April 2017).
### III. Registration Fees

<table>
<thead>
<tr>
<th>Fees</th>
<th>No. of Persons</th>
<th>Amount (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASEAN-IPA Member</td>
<td></td>
<td>US$200.00</td>
</tr>
<tr>
<td>Non-ASEAN-IPA Member</td>
<td></td>
<td>US$250.00 **</td>
</tr>
<tr>
<td>Accompanying Person</td>
<td></td>
<td>US$150.00</td>
</tr>
</tbody>
</table>

**Optional Tour**  
*(Please refer to the list/fees in Section V below.)*

<table>
<thead>
<tr>
<th>Total</th>
</tr>
</thead>
</table>

**This includes the application fee for individual ASEAN-IPA membership, subject to the recommendation of the Country Councillor and subsequent approval of the ASEAN-IPA Council. For those interested in applying for Corporate ASEAN-IPA membership, kindly contact your country ASEAN-IPA group/organization.**

### Method of Payment (please tick):

- [ ] By telegraphic transfer to the following account:  
  Account Name – 2017 IP Philippines, Inc.  
  Account No. – 9019653470  
  Swift Code – RCBC PH MM  
  Bank Name and Address – Rizal Commercial Banking Corporation  
  The Fort Sapphire Residences Business Center  
  Ground Floor, Unit E, The Fort Sapphire Residences Condominium  
  Second Avenue corner 31st Street, Crescent Park West  
  Bonifacio Global City, Taguig, Metro Manila, Philippines  

*Note: Please add US$10.00 to the total amount of registration fees to cover charges. Please fax and/or e-mail us a copy of the telegraphic transfer payment advice so that we can facilitate the proper handling of your payment.*

- [ ] By cash on-site upon arrival at the conference venue.
CONFERENCE REGISTRATION FORM

IV. Hotel Reservation / Accommodation (Official Conference Venue)

The official conference venue is the Crowne Plaza Hotel Manila Galleria. Kindly use the Hotel Reservation Form enclosed in this Conference Registration brochure and send the same directly to the hotel as instructed in the said form.

Note: Deadline indicated in the Hotel Reservation Form is subject to extension.

V. Optional Tours

All tours must be pre-booked; tour fees are non-refundable. On-the-spot registration for the optional tours will be allowed subject to availability. Please tick the appropriate box(es) below to indicate your chosen tour(s) and indicate the number of tour participants. Kindly fill in the appropriate box above (Section V on Registration Fees) the total amount for the optional tour(s) chosen. For tour descriptions, please refer to the Provisional Conference Programme.

<table>
<thead>
<tr>
<th>Tour</th>
<th>Pre-Conference (21 April 2017, Friday)</th>
<th>Post-Conference (23 April 2017, Sunday)</th>
<th>Amount (US$) Per Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Manila Old &amp; New City Tour</strong></td>
<td>[ ] Yes</td>
<td>[ ] Yes</td>
<td><strong>US$51.00</strong></td>
</tr>
<tr>
<td>(Half-day; inclusions: roundtrip transportation to and from Crowne Plaza/Holiday Inn, admission fees, DOT-accredited tour guide and vehicle)</td>
<td>______ participant(s)</td>
<td>______ participant(s)</td>
<td></td>
</tr>
<tr>
<td><strong>Manila City BamBike EcoTour</strong></td>
<td>[ ] Yes</td>
<td>[ ] Yes</td>
<td><strong>US$82.00</strong></td>
</tr>
<tr>
<td>(Half-day; inclusions: roundtrip transportation to and from Crowne Plaza/Holiday Inn, admission fees, use of BamBike and guide, DOT-accredited tour guide and vehicle. BamBikes are limited; those interested will be accommodated on a first-to-register basis.)</td>
<td>______ participant(s)</td>
<td>______ participant(s)</td>
<td></td>
</tr>
<tr>
<td><strong>Greenhills Shopping Tour</strong></td>
<td>[ ] Yes</td>
<td>[ ] Yes</td>
<td><strong>US$27.00</strong></td>
</tr>
<tr>
<td>(Half-day; inclusions: roundtrip transportation to and from Crowne Plaza/Holiday Inn, DOT-accredited tour guide and vehicle)</td>
<td>______ participant(s)</td>
<td>______ participant(s)</td>
<td></td>
</tr>
<tr>
<td><strong>Taal Volcano Trekking Tour</strong></td>
<td>[ ] Yes</td>
<td>[ ] Yes</td>
<td><strong>US$151.00</strong></td>
</tr>
<tr>
<td>(Whole-day; inclusions: roundtrip transportation to and from Crowne Plaza/Holiday Inn, lunch, admissions, roundtrip ferry transfers, horseback ride)</td>
<td>______ participant(s)</td>
<td>______ participant(s)</td>
<td></td>
</tr>
</tbody>
</table>
CONFERENCE VENUE
& OFFICIAL CONFERENCE HOTEL

CROWNE PLAZA MANILA GALLERIA HOTEL

Located in the heart of Ortigas commercial district, Crowne Plaza Manila Galleria Hotel offers superior comfort and a functional base for corporate activities. Walk south to the Asian Development Bank or Philippine Stock Exchange in 15 minutes. Many company headquarters, such as San Miguel Corporation, are also nearby.

A stay in any of Crowne Plaza Manila Galleria Hotel’s 263 rooms affords a dazzling view of Manila from floor-to-ceiling windows, along with modern amenities and hotel-wide Internet. Club Floor rooms provide access to a private lounge on the 19th Floor.

Crowne Plaza Manila Galleria Hotel offers standout settings for meetings and events, along with flexible catering options. During downtime, find great deals, special dining options, kids’ play areas and international shops at the Robinsons Galleria Complex directly connected to the hotel. For leisure, practice golf at the driving range just 5 minutes away by car. Other transportation options include the Metro Rail Transit or buses that travel the famous EDSA. To unwind at the hotel, exercise at Gold’s Gym, take a swim in the pool, or have a spa day at Neo Spa. Dining includes Xin Tian Di, a premier Chinese restaurant, Seven Corners, an international buffet, and Agenda, a bakery and coffee shop.

Crowne Plaza Manila Galleria Hotel
Ortigas Avenue corner Asian Development Bank Avenue
Ortigas Center, Quezon City 1100, Metro Manila, Philippines
Hotel Front Desk Tel.: (63 2) 6337222 Fax: (63 2) 638 2927
E-mail: mnclp@ihg.com

Note: For hotel accommodation, participants may also want to consider Holiday Inn Manila Galleria, which is adjacent and connected to the Conference Venue. The Hotel Reservation Form for Holiday Inn Manila Galleria is also enclosed in this Conference Registration brochure.