

# TECH, TRADE AND IP FOR ASEAN

- How are we going to do it?

Chew Phye Keat  
Raja, Darryl & Loh  
[chewphyekeat@rdl.com.my](mailto:chewphyekeat@rdl.com.my)

ASEAN IPA  
Malaysia Country Group

# REGARDING TECH ....

- IP will always need to catch up with Tech     Sometimes slower is better, we get the advantage of seeing lessons learnt !
- How much of Tech will be protected by IP and the nature and timing of protection will require a balancing act with conflicting interests taken into account

# REGARDING TRADE ....

- There is a “symbiotic” relationship between Trade and IP, it may not be “synergistic”
- “IP gives me more Trading Power” ... vs “My Trading Power lets me control the pace of IP protection”
- is it “dancing in the dark”?

# HOW GOES ASEAN ? ....

- ASEAN can use technology to jump start into having a strong, competitive economy
- But ASEAN needs to remain united as a single economic bloc, 'unity in diversity' must be defined by us
- Hence, IP policies in ASEAN need to be streamlined and harmonised so we stay together, it does not mean we go the EC/EU route

# MY VIEW OF THE CRYSTAL BALL ....

- ASEAN will lag behind in global IP development especially in the Tech World but that's ok – let's watch and wait and pick what is good for us!
- what is good to take now ... what is good to consider for later when we are ready ... but always monitoring the opportunities and risk and always staying united
- Finally, strengthening trading power for ASEAN as an economic bloc should always be the driver - IP should serve that purpose for ASEAN and not the other way round