Pacific Basin Economic Council

The Independent Voice of Business
In the Pacific



INTELLECTUAL PROPERTY CONFERENCE

TRIPS & BEYOND

MAY 20–21, 1999
HONG KONG
CONVENTION &
EXHIBITION CENTRE
HONG KONG
CHINA

In Conjunction
with
the 32nd
International
General
Meeting

PBEC International
INTELLECTUAL PROPERTY CONFERENCE
"TRIPS And Beyond"

One of the greatest challenges facing companies today is the protection of intellectual property — patents, copyrights, trade secrets and trademarks. The Pacific Basin Economic Council (PBEC) recognizes the powerful incentives provided by intellectual property rights for creativity and innovation and for encouraging people and companies to research and develop new products and technologies, market new products, and create artistic works. PBEC supports efforts by Pacific economies to work together to ensure full implementation of the Trade Related Intellectual Property (TRIPs) Agreement and cooperate to elevate intellectual property protection in the region beyond TRIPs levels. In support of this objective, PBEC is proud to present this important conference for its members and others in the region interested in intellectual property protection.

This conference will bring together top business executives and senior government leaders from PBEC member economies. It will offer companies doing business in the Pacific Basin region a unique opportunity to interact with their peers and senior government officials, and to explore new approaches and solutions to difficult intellectual property protection issues.

We hope you will join us for this timely and informative event.

Thursday, May 20, 1999

0900 **Welcome and Opening Remarks**

Speaker: **Mr. Robert G. Lees**, Secretary General, PBEC International*

0915 **Opening Address: *IP Protection and the World Trade System: TRIPS And Beyond***

Speaker: **Mr. Richard L. Donaldson**, Chairman of PBEC Working Committee on Technology, Senior Vice President and General Patent Counsel, Texas Instruments Incorporated*

1000 **Break**

1030 **Concurrent Panel Discussions:**
Patent Protection Panel

Moderator: **Mr. Paul C. B. Liu**, President, Asia Pacific Legal Institute, University of Washington Law School*

Panelists: **Mr. Hiroshi Akimoto**, Ph.D., General Manager, Intellectual Property Department, Takeda Chemical Industries, Ltd.**

Mr. Takahiro Miura, Manager, Intellectual Property Department, Legal and Intellectual Property Division, Sony Corporation**

Mr. Hisayashi Hashimoto, General Manager, Patent Division, Tanabe Seiyaku Co., Ltd.**

Ms. Zhengying Wu, Director, Chemical Examination Department, State Intellectual Property Office, People's Republic of China**

Trademarks Panel

Moderator: **Mr. C.V. Chen**, Senior Partner, Lee and Li, Attorneys at Law*

Panelists: **Mr. Daniel C. K. Chow**, Legal Division, Procter & Gamble Ltd.*

Mr. Andy Y. Sun, Executive Director, Asia Pacific Legal Institute, Washington, D.C.*

Mr. Jouji Hashimoto, Director-General, First Examination Department, Japan Patent Office**

1200 **Luncheon Address: *IP Protection, Economic Development and Technology Transfer***

Speaker: **Dr. Morris Chang**, Chairman and President, Taiwan Semiconductor Manufacturing Company, Ltd.*

1400 **Concurrent Panel Discussions:**
Copyright Protection Panel

Moderator: **Mr. Eric Smith**, President, International Intellectual Property Alliance*

Panelists: **Mr. Steve Chen**, CEO, Trend Microdevices, Inc.*

Ms. Leong May-Seey, Regional Counsel and Deputy Regional Director, International Federation of the Photographic Industry*

Mr. Lim Tai Wah, Executive Director, Mercury Entertainment*

Mr. Stephen R. Selby, Director, Hong Kong Government, Intellectual Property Department, Hong Kong Administrative Region**

Trade Secrets Panel

Moderator: **The Honorable Anthony Rogers**, Court of Appeal, Hong Kong Special Administrative Region*

Panelists: **Mr. Peter Fei Pan**, General Counsel, Vanguard International Semiconductor Corp.**

Mr. Joseph J. Sweeney, Vice President, Legal Affairs and Intellectual Property, Applied Materials, Inc.*

Representative of the Government of New Zealand**

1530 **Break**

1600 **Plenary Session: *Enforcement of IP Rights***

Moderator: **Ms. Ella Cheong**, Senior Partner, Wilkinson & Grist*

Panelists: **Mr. Adrian Otten**, Director, Intellectual Property Division, World Trade Organization*

Mr. Will Robinson, Technical Attaché, World Customs Organization*

Mr. Richard Wilder, Director-Advisor, Office of Legal and Organization Affairs, World Intellectual Property Organization*

1700 **Break**

1800 **Reception**

1900 **Dinner**

Speaker: **The Honorable Randall R. Rader**, U.S. Court of Appeals for the Federal Circuit*

Friday, May 21, 1999

0900 **Plenary Session: Beyond TRIPS — *Challenges Posed by New Technologies***

Moderator: **Mr. Mike Kirk**, Executive Director, American Intellectual Property Law Association*

Panelists: **Mr. David N. Barnes**, Vice President, Government Programs, IBM World Trade Asia Corporation*

Mr. Katuso Ogawa, Director and General Manager, Intellectual Property Office, Hitachi Ltd.*

1045 **Break**

1100 **Wrap Up Session**

1145 **Closing Remarks**

*Confirmed
**Invited

Conference Registration Form and Fees
Pacific Basin Economic Council
INTELLECTUAL PROPERTY CONFERENCE – "TRIPS and Beyond"
May 20–21, 1999
Hong Kong Convention & Exhibition Centre, HONG KONG, CHINA

Please fill in and return the completed form with payment to:
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Email: csl@hkgcc.org.hk

PERSONAL DATA *(Please type or print clearly in block letters)*

❑ Mr. ❑ Mrs. ❑ Ms. ❑ Dr. ❑ Other:

Last Name: _____ First Name: _____

Job Position/Title: _____

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Grand Hyatt Hong Kong	❑	❑	195	234	❑	❑	❑	❑
New Renaissance Harbour View	❑	❑	156	182	❑	❑	❑	❑
Mandarin Hong Kong	❑	❑	N.A.	175	❑	❑	❑	❑
Century Hong Kong	❑	❑	78	N.A.	❑	❑	❑	❑

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AIRPORT TO HOTEL TRANSFER

❑ I require airport-hotel transfer ❑ No I do not require airport transfer
- ❑ Shuttle bus (US$18/trip)
- ❑ Limousine (US$58/trip)

(Please send flight information at least 7 days in advance)

REGISTRATION FEE

❑ PBEC Members US$ 350 ❑ Non-Members US$ 450

Registration fee includes group meals and beverages, and conference documentation. The fee does not include participant's travel or hotel expenses.

Methods of Payment

❑ Cheque or bank draft made payable to "Chamber Services Ltd."

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