

## Who will be Trading Ideas with you?

### **Keynote Speakers**

- Dr Francis Gurry, WIPO Director-General
- Mr Hisamitsu Arai, President & CEO, Tokyo Small and Medium Business Investment & Consultation Co. Ltd
- Prof Dr Joseph Straus, Emeritus Scientific Member, Max Planck Institute for Intellectual Property, Competition and Tax Law, Munich
- Mr Stephen Selby, Director of Intellectual Property, Intellectual Property Department, Hong Kong, China
- Mr James Kelly, Global Head of Business Development, Invention Development Fund, Intellectual Ventures
- Mr Brad Huther, President & CEO, International Intellectual Property Institute (IIPI), Washington

### **Heads of IP offices**

- Mr Ian Fletcher, Chief Executive, The UK Intellectual Property Office
- Ms Liew Woon Yin, Director-General, Intellectual Property Office of Singapore (IPOS)
- Mr Wim van der Eijk, Vice President, European Patent Office (EPO)
- Mr Koichi Minami, Deputy Commissioner, Japan Patent Office (JPO)
- Dr. Miklós Bendzsel, President, Hungarian Patent Office
- Dr Jorge de Paula Costa Avila, President, National Institute of Industrial Property, Brazil
- Mr Philip Noonan, Director General, IP Australia
- Mr Adrian Cristobal, Director General, Intellectual Property Office of Philippines
- Mr Tran Viet Hung, Director-General, National Office of Intellectual Property of Viet Nam
- Ms Mary Carman, Chief Executive Officer, Canadian Intellectual Property Office
- Dr. Kajit Sukhum, Assistant Director General, Department of Intellectual Property, Thailand
- Dr Jung-Sik Koh, Commissioner, Korean Intellectual Property Office (KIPO)
- Mr Tian Lipu, Commissioner, State Intellectual Property Office (SIPO), China
- Mr Jorge Amigo, Director General, Mexican Institute of Industrial property

### **Representatives from the public and private sectors and IPR associations**

- Prof.Dr. Heinz Goddar, Partner, BOEHMERT & BOEHMERT
- Ms Audrey Yap, Managing Partner, Yu Sarn Audrey & Partners
- Mr Joff Wild, Editor, Intellectual Asset Management (IAM) Magazine
- Professor Liu Shang-Jyh, National Chiao Tung University, Chinese Taipei & Visiting Professor, Engineering and Technology Management Division, National University of Singapore
- Mr Dedar Singh Gill, Head, Intellectual Property Department and Trade mark Business Group, Drew & Napier LLC
- Ms. Ivy Phuong Tran, Vice General Director, Saigon Cosmetics Corporation, Vietnam
- Mr Owen Malone, Intellectual Property Director, Fosters Group, Ltd



- Ms Rhonda Steele, Senior MPM/Marketing Properties Manager - Asia Pacific, MARS INCORPORATED LEGAL DEPARTMENT, (Former President, International Trademark Association (INTA))
- Ms Tessa Lam, Chief Information Officer and Co-Founder, IP Mirror
- Ms Helen Daniels, Assistant Secretary, Copyright Law Branch, Attorney-General's Department, Australia
- Mr Michael Ellis, President and Managing Director, Motion Picture Association, Asia Pacific
- Mr Lau Kok Keng, Partner, Rajah & Tan LLP
- Mr Geoffrey Yu, Senior Specialist Adviser, Ministry of Foreign Affairs, Singapore
- Mr Ang Kwee Tiang, Regional Director and Counsel, Asia-Pacific International Confederation of Societies of Authors and Composers (CISAC)
- Mr Luke Lim, CEO, A.S Louken
- Mr Ricky Chew, CEO, Fish & Co
- Dr Royce Yuen, Chairman, The Association of Accredited Advertising Agencies of Hong Kong
- Ms Joyce Tan, Managing Director, Joyce A. Tan & Partners
- Ms Donna Lee, Founder & CEO, Kindergolf
- Dr Han Byung Joon, Executive Vice President & Chief Technology Officer, STATS ChipPAC Ltd
- Mr Walter Lee, Senior Vice President and Fellow, Exploit-Technologies, Agency for Science, Technology and Research (A\*STAR), Head, Technology Transfer Network (TTN) Secretariat
- Mr Kevin Theseira, Managing Counsel, Legal Department, Agilent Technologies
- Mr Keoy Soo Earn, Partner, Deloitte & Touche, Singapore
- Professor Gordon Smith, Chairman, AUS Inc
- Mr James Nurton, Managing Editor, Managing Intellectual Property Magazine (MIP)
- Prof. Dr. Alexander J. Wurzer, Director, Institute for Intellectual Property Management, Steinbeis University, Berlin
- Dr Ian Heath, Managing Consultant, FIRST THOUGHTS (Former Director-General, IP Australia)
- Mr Horacio Gutiérrez, Vice President & Deputy General Counsel, Intellectual Property & Licensing, Microsoft
- Mr Jeffrey Chan, Deputy Solicitor-General, Attorney General's Chambers, Singapore
- Mr Adam Liberman, President, Licensing Executive Society International (LESI)
- Dr Andrew Serafini, Partner, Fenwick & West LLP
- Professor Lim Yee Fen, National University of Singapore (NUS)
- Dr Stanley Lai, Partner & Head of IP/IT Dept, Allen & Gledhill
- Dr Cynthia Cannady, Principal & Founder, IPSEVA, USA
- Associate Professor Susanna Leong, National University of Singapore
- Ambassador Ong Keng Yong, Ambassador-at-Large, Ministry of Foreign Affairs, Singapore

And many others...