

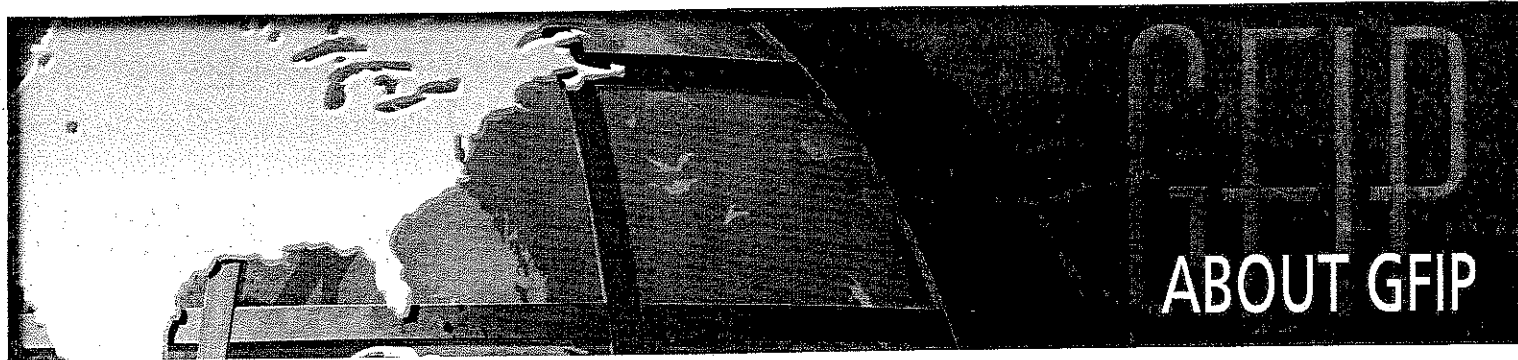
GAP

GLOBAL FORUM ON
INTELLECTUAL PROPERTY
全球知识产权论坛
2009

**The Evolving Intellectual Property Ecosystem:
*Conflicts or Consensus?***

8 - 9 January 2009

Raffles City Convention Centre, Singapore



What is GFIP 2009?

Following the success of its inaugural Global Forum on Intellectual Property (GFIP) in August 2006, the IP Academy (Singapore) is pleased to present The 2nd Global Forum on Intellectual Property 2009 (GFIP 2009) on 8 and 9 January 2009 at the Raffles City Convention Centre, Singapore.

The GFIP 2009 will once again bring together some of the world's most influential IP figures to explore and discuss new IP trends and to harness business opportunities in a setting conducive to creative thinking.

The theme of GFIP 2009 is "The Evolving Intellectual Property Ecosystem: Conflicts or Consensus?". A distinguished line-up of international speakers and panelists will consider and discuss critical issues and developments in the complex and dynamic global IP Ecosystem, with the aim of raising the bar on IP knowledge and standards, both regionally and globally.

GFIP 2009 is expected to draw about 400 delegates from various IP related fields around the world.

Why attend GFIP 2009?

GFIP 2009 is the premier meeting place in the Asia Pacific region where leading international IP practitioners, business leaders, IP thought leaders and professionals from related industries will converge to debate, discuss critical IP issues, and shape winning strategies for enterprises to maximise the value of their intellectual assets in today's knowledge economy.

The international audience at GFIP 2009 will provide a rare and invaluable networking opportunity for various IP communities in the East to interact and connect with those in the West. The main goal of GFIP is to foster a process of continuous learning and competence building in the field of IP, where the IP Academy can be seen as a resource to industry, practitioners and academia in this regard.

The aim is to build not only a great conference, but a strong collaborative network to support the process of intellectual value creation.

Key Highlights

- Two plenary sessions featuring keynote presentations by prominent business and IP leaders
- Multidisciplinary special-focused parallel sessions
- Breakfast Roundtables for practitioners and industry participants
- Networking Events

Who should attend?

IP Lawyers	Patent Attorneys	General Counsels
Director/VP of Legal Affairs	Director/VP for IP & Standards	Business Development Directors
Intellectual Assets Managers	IP Consultants	Innovation, R&D and New Product Development Managers
Policy Makers	Strategists	Academics and Researchers



Beyond the main GFIP plenary and parallel sessions, a key value of GFIP 2009 lies in the networking opportunities amongst delegates.

A series of networking events have been organised for delegates to maximise their opportunities for business connections around the world.

Delegates are invited to relax and unwind at these networking sessions where you can network with your peers and industry leaders and keep up-to-date on the latest IP trends and developments in the region.

We look forward to seeing you there.

List of GFIP 2009 Networking Events

Welcome Reception for Speakers

The National Museum of Singapore, The Salon & Terrace, Ground Level
93 Stamford Road, Singapore 178897
7 January 2009 (Wednesday)
5.30 pm - 7.30 pm

Networking Lunches

Padang Ballroom, Raffles City Convention Centre
8 and 9 January 2009 (Thursday & Friday)
12.30 pm - 2.00 pm

Cocktail Reception and Gala Dinner

Padang Foyer and Ballroom, Raffles City Convention Centre
8 January 2009 (Thursday)
6.45 pm - 10.30 pm

Closing Reception

Padang Foyer and Ballroom, Raffles City Convention Centre
9 January 2009 (Friday)
6.30 pm - 8.00 pm

Speakers and panelists who will share their views and insights include distinguished IP practitioners, academics, IP thought leaders, leading IP professionals, the judiciary, senior representatives from key industries and businesses, government officials and key decision makers in the field of IP from the US, Europe, Japan, Korea, China, India, Australia, New Zealand, South East Asia and the Middle East.

Many of the distinguished names from the IP world have confirmed their participation. Set out below is the list of all the speakers :

- Judge Joachim **Bornkamm**
Presiding Judge, Federal Supreme Court of Germany
- Justice Andrew **Greenwood**
Judge, Federal Court of Australia, Brisbane
- Judge Masami **Ichikawa**
Presiding Judge of the IP Division, Tokyo District Court
- Prof Sir Francis **Jacobs**, KCMG, QC
Professor of Law, King's College London and formerly Advocate General, Court of Justice of the European Communities
- Justice Andrew **Phang Boon Leong**
Judge of Appeal, Supreme Court of Singapore
- Justice Shiavav J. **Vazifdar**
Judge, High Court of Bombay
- Mr Alonzo Q. **Ancheta**
Partner, Quasha Ancheta Pena & Molasco (Philippines)
- Ms **Ang Su-Lin**
Head of Legal, Intellectual Property, Group Legal Department, Standard Chartered Bank
- Dr Tanya **Aplin**
King's College London
- Ms **Toe Su Aung**
General Counsel, Anti-Illicit Trade, BAT / Treasurer and Board of Directors, INTA
- Mr Alastair **Henderson-Begg**
Global Head of Sourcing, IT, Novartis
- Mr **Oliver Bell**
Regional Technology Officer, Microsoft Asia Pacific
- Prof **Lionel Bently**
University of Cambridge
- Mr **Lawrence Bickers**
SVP, IP Investment Group, Collier Capital Limited
- Mr **John Bochnovic**
Partner, Smart & Biggar Fetherstonhaugh
- Assoc Prof **Robert Burrell**
TC Beirne School of Law, University of Queensland, Brisbane
- Ms **Elizabeth Cardoza**
Director, Cardoza IP
- Mr **George Chappelle**
Chief Supply Chain Officer, Sara Lee Corporation
- Asst Prof **Thomas Cheng**
Faculty of Law, University of Hong Kong
- Assoc Prof **Anne Cheung**
Faculty of Law, University of Hong Kong
- Ms **Peggy Cheung**
Partner, Jones Day, Hong Kong
- Mr **Chiew Yu Sarn**
Partner, Yu Sarn Audrey & Partners
- Dr **Pearl Chin**
Managing Director, Seraphima Ventures LLC (New York)
- Mr **Cyril Chua**
Partner, Alban Tay Mahtani & de Silva LLP
- Mr **Jay R. Deshmukh**
Senior Vice President, Global Intellectual Property, Ranbaxy Laboratories Limited
- Mr **Dimitrios Drivas**
Partner and Chair, Global Intellectual Property Practice Group, White & Case LLP (New York)
- Ms **Bijie Thomas Elavinkal**
Of Counsel, Kirkland & Ellis LLP
- Dr **Yvette Flanigan**
Senior Patent Associate, Yu Sarn Audrey & Partners
- Ms **Karen Fong**
Managing Partner, Rouse Legal
- Ms **Sara Friend**
Director of Legal Services, British Olympic Association
- Mr **Gordon Gao**
Partner, Fangda Partners (China)
- Mr **Gao Lulin**
Chairman, East IP (Beijing)
- Mr **Abhijit Ghosh**
Partner, PricewaterhouseCoopers Singapore
- Mr **David Haigh**
Founder and CEO, Brand Finance Plc
- Prof **Hugh Hansen**
Fordham University School of Law (New York)
- Ms **Suzanne Harrison**
Founder and CEO, Gathering 2.0 (San Francisco)
- Mr **Jerome Hewlett**
Executive Director, Global Head of Operations, Intellectual Ventures
- Dr **Singer John Huang**
Managing Director, East IP (China)
- Mr **Ho Cheng Huat**
Director, IP Academy (Singapore)
- Prof **Justin Hughes**
Benjamin N. Cardozo School of Law, New York
- Mr **John Hull**
Partner, Eversheds LLP (UK)
- Mr **Will Hutton**
*Chief Executive, The Work Foundation
Commentator and author of bestsellers "The World We're In" and "The Writing on the Wall"*
- Prof **Jiang Zhipei**
Renmin University, China and Former Chief Judge, Intellectual Property Rights Tribunal, Supreme People's Court of the People's Republic of China
- Mr **Morris John**
Managing Director and Head of IP Department & Patent Division, Drew & Napier LLC
- Mr **Alban Kang**
Managing Partner, Alban Tay Mahtani & de Silva LLP
- Ms **Shimako Kato**
Patent Attorney, Abe, Ikubo & Katayama (Tokyo)
- Mr **Andrew Keen**
Internet guru and author of best-seller "Cult of the Amateur"
- Mr **Keoy Soo Earn**
*Partner and Head of M&A Transaction Services (Singapore and Southeast Asia)
Deloitte & Touche*
- Mr **Mohit Lahoty**
Senior Associate, Luthra and Luthra
- Dr **Stanley Lai**
Partner and Head of Intellectual Property & Technology, Allen & Gledhill
- Mr **Lam Chung Nian**
Of Counsel, Lovells Lee & Lee
- Prof **Marshall A. Leaffer**
School of Law, Indiana University, Bloomington
- Mr **Andy Leck**
Principal, Baker & McKenzie, Wong & Leow (Singapore)
- Mr **Gilbert Leong**
Partner, Intellectual Property & Technology, Rodyk & Davidson LLP
- Assoc Prof **Susanna Leong**
*Department of Business Policy, Faculty of Business Administration
National University of Singapore*
- Mr **Simon Levine**
Partner and Joint Global Head of the Technology, Media and Communications Practice Group, DLA Piper UK LLP
- Mr **Liew Young Hill**
Partner, Yukchon, Attorneys at Law
- Mr **Cheng Lim**
Head of the Intellectual Property and Technology Group, Mallesons Stephen Jaques (Australia)
- Mr **Daniel Lim**
Director, Stamford Law Corporation
- Ms **Lim Ai-Leen**
Partner, Bird & Bird (Hong Kong)
- Mr **Tilman Lueder**
Head of Unit, Copyright and Knowledge-based Economy, DG Internal Market and Services, European Commission, Brussels
- Prof Dr. **Spyros Maniatis**
Queen Mary, University of London
- Mr **John MacPhail**
Partner, Finlaysons, Adelaide
- Dr **Gordon McConnachie**
*Coordinator, Global Association of IC Practitioners
Founding Chairman, IA Centre, Scotland*
- Ms **Genevieve Tan-McCully**
Senior Legal Counsel, Hewlett-Packard Asia Pacific Pte Ltd
- Mr **Burton Ong**
Assoc Prof Burton Ong, Faculty of Law, National University of Singapore
- Ms **Rebecca Ordish**
Senior IP Counsel, Asia Pacific Cadbury Schweppes Asia Pacific
- Mr **Andrew Ramer**
Managing Director of the Transaction Practice at Ocean Tomo, and President of Ocean Tomo Auctions, LLC
- Mr **Robert Raskopf**
Partner, Quinn Emanuel Urquhart Oliver & Hedges LLP
- Mr **M Ravindran**
Partner, Ravindran Associates
- Prof **Jerome Reichman**
Bunyan S. Womble Professor of Law, Duke University Law School
- Mr **Pieter de Ridder**
Partner, Loyens & Loeff
- Mr **Jim Rogers**
Chairman and CEO of Rogers Holdings
- Mr **David S. Ruder**
VP Business Development, RPX Corporation
- Mr **Suresh Sachi**
*General Counsel and Director of the Legal Dept, A*STAR, Singapore*
- Mr **Mustafa Safiyuddin**
Partner, DSK Legal
- Prof **Anselm Kamperman Sanders**
Chair of European and International Intellectual Property Law, Maastricht University Faculty of Law
- Mr **Michael Soo**
Partner and Head, IP & IT Dept, Shook Lin & Bok (Malaysia)
- Ms **Say Sujintaya**
Partner, Intellectual Property Practice Group, Baker & McKenzie Ltd (Thailand)
- Dr **Sze Tiam Lin**
SVP, Science and Engineering Division (Comms/In-Licensing), Exploit Technologies Pte Ltd
- Mr **Tan Tee Jim, SC**
Senior Partner, Lee & Lee / President, Association of Singapore Patent Agents
- Ms **Winnie Tham**
Director, Amica Law LLC
- Mr **Kevin Theseira**
AP Managing Counsel, Agilent Technologies Singapore Pte Ltd
- Prof **Wang Qian**
East China University of Political Science and Law
- Mr **Nicholas Ware**
Director of Sales, TAEUS Singapore
- Mr **Wee Choo Hua**
Director Corporate Affairs, Legal & Corporate Affairs, Microsoft
- Prof **George Wei**
Singapore Management University
- Hon. **Weerawit Weeraworawit**
Deputy Secretary General, National Human Rights Commission, Thailand
- Prof **Jacques de Werra**
Faculty of Law, University of Geneva
- Prof **Mary Wong**
Franklin Pierce Law Centre
- Ms **Vivian Wong**
General Counsel, Asia Pacific, Chanel (Hong Kong)
- Ms **Audrey Yap**
Partner, Yu Sarn Audrey and Partners
- Mr **Yeoh Lian Chuan**
Partner, Rajah & Tann
- Mr **Geoffrey Yu**
Deputy Chairman, IP Academy (Singapore)
- Dr **Alex H.C. Yu**
Director, Innovation & Technology Transfer Office (ITTO), Nanyang Technological University Singapore
- Mr **Dixon Zhang**
Partner, Fangda Partners (China)

OUR PARTNERS / SPONSORS

GFIP 2009 is an ideal platform for corporations and institutions to communicate their products and services to target segments. Our sponsors and partners include the following

Corporate Sponsors :

Microsoft



OCEAN TOMO
INTELLECTUAL CAPITAL EQUITY®



THOMSON REUTERS



Official Media Sponsor :



Official PR Consultant :

GAVIN ANDERSON & COMPANY

Official Airline :



Supported by :



Official Hotels :



Supporting Hotels :

The Preferred Address

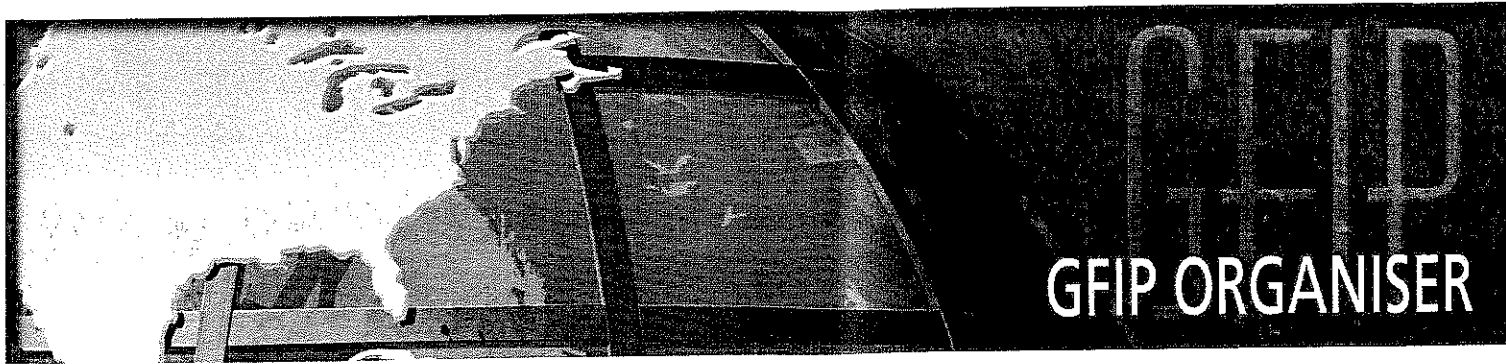


Held in :



Event Manager :





The IP Academy (Singapore) was established in 2003 as part of a national initiative to develop Singapore into an IP Hub and serves as the focal point for executive IP training and thought leadership development in Singapore and the region.

In line with its objective to develop and broaden IP knowledge and capabilities, the IP Academy (Singapore) provides a wide range of continuing executive training opportunities for IP professionals, business organisations, research institutions, and other IP creators and users. These include short term IP training courses, executive seminars, postgraduate certification and Masters programmes in IP.

The IP Academy (Singapore) also undertakes quality inter-disciplinary research to provide unique and commercial insights on IP issues and thereby support local and regional development of IP best practices and policies, and improve industry's ability to protect, manage and exploit IP.