

**Minutes of Joint Asia Pacific Presidents Meeting and Asia Pacific Committee
Sheraton Hotel 3 May 2008**

Present:

Simon Rowell	ANZ
Yvonne Chua	HK
Paul Liu	Chinese Taipei
Shaojie Chi	China
Adam Liberman	ANZ
Masau Takayamagi	Japan
Junichi Yamazaki	Japan
Katsumi Harashima	Japan
Junko Sugimura	Japan
Wendy Lam	Malaysia
Daniel Koh	Singapore
Rani Boazz	India
Patricia Bunye	Philippines
Sum Kim	Korea
Roger Nicandro	Philippines
Alex Ferdinand S. Fider	Philippines
Taka Yamamoto	Japan
Yoon Bae Kim	Korea
John Walker	ANZ

1. Manila Conference 2009 Workshops/Plenaries

Shaojie Chi reported on the proposed China workshop. He has confirmed a law school professor (Prof Wong), and a speaker from NTD. A further speaker from the ministry of commerce, is yet to be confirmed. Mr Chi will moderate the topic of "R&D drives China into an innovative society".

Yvonne Chua reported on the proposed HK workshop "Hong Kong's competitive edge on licensing", with confirmed speakers being Bianca Lee (Warner Bros), Priscilla Wong (MD Long Wise Inc) and Kenny Wong (Partner Mayer Brown JSM).

Patricia reported that both Jochen Shaefer (LES Germany) and John Hornick (LES USA) expressed interest in doing presentations in Manila on topics similar to those they gave at the LES ANZ annual conference, namely sports and fashion branding.

Paul Liu reported on the proposed Chinese Taipei workshop themed around successful technology transfer and licensing experiences, with speakers from industry, government and university who have been approached but are yet to confirm.

Paul Liu also suggested in relation to the proposed Southeast Asia workshop, that Wong Pokam from Singapore National University be approached.

Adam Liberman advised Patricia that CSIRO have some good stories about deals in China, and could probably supply a speaker.

Rani indicated that she felt a comparative study including India may be better than a workshop solely on India – perhaps with comparisons to China and Japan.

Patricia indicated she may approach an author of a new book on doing business in India and China – David Smith – as a speaker. Adam Liberman indicated to Rani that if funding for speakers to travel was an issue, then she should seek funding from the endowment committee.

The deadline for finalising the workshops will be the end of July.

2. Recent Activity in Asia Pacific regions

All of the societies reported good recent activities.

LES ANZ held its annual conference with 160 attendees, with many international speakers and delegates.

LES Chinese Taipei held a seminar with John Hornick that attracted 300 people. Paul Liu also reported holding a luncheon seminar every other month – usually attracting around 80 people.

LES China held a seminar in March for 100 people on protection of industrial designs. In April, LES China supplied a speaker to LES Germany for the topic of China's new anti-trust law. In September they will provide training in licensing fundamentals, and their annual conference will be held in August 17-19 on the topic of management of R&D and technology transfer.

LES Japan held a joint symposium in January, and will be holding its next monthly seminar in early June.

LES Malaysia held a joint meeting with other IP societies for IP day, and had a meeting with Fukuda-san.

Singapore held a regional seminar with Bioinvest Asia in March, featuring speakers from Japan, India and the US. An AGM will be held on 30 May.

India held a 2 day seminar on IP & licensing, with 50 management level people in attendance. India also held a seminar in Bombay with a speaker from Finnegan and 60 attendees.

LES HK held a one day IAM course with 70 participants – and reported holding a seminar every two months.

LES Philippines hosted the visits of Meetings Committee Co-Chair Peter Hess and LESI President Chikao Fukuda in January and April, respectively. Both visitors had an opportunity to see firsthand the ongoing preparations of LES Philippines for the 2009 Meeting.

3. Increasing communication between Asia Pacific Societies

Simon Rowell encouraged everyone to utilise the Round Ups by sending them to members or incorporating them into your society newsletter.

He encouraged people to use the LESI website forums and the *Les Nouvelles* blue pages to report on events or interesting topics.

Simon also advised that LESANZ had recorded its annual conference and would make that available to anyone who wanted it. Yvonne Chua indicated she would like to receive a copy.

4. Website Updates

Simon reminded the Presidents to send their photo to Yvonne to add to the website.

Yvonne Chua advised that past events could be shown in a separate section to upcoming events, with a link back to the actual presentation. She reminded everyone to provide details of upcoming events for the website.

5. Promotion of Manila conference

Paul Lie advised that there would be a large (300 person) meeting in Taiwan that Patricia should attend to promote the Manila Conference.

It was suggested that Patricia speak to Y B Kim about his successful experience in promoting the Korean conference.

It was suggested that Manila's proximity to major business centres such as Hong Kong be promoted.

6. Inter-society events

LESJ and LES India will hold a joint meeting on 3 February, immediately after the LESI Winter Meeting. Planning is still underway.

Adam Liberman reported that planning was well underway for the Winter Meeting in India (1-2 February), with a one and a half day conference preceding the meeting (29th and 30th January). 13 speakers have been identified, along with a conference organiser.

Korea announced a joint LES Korea and AIPPI Korea event from October 21 – 26, on the topic of Intellectual Asset Management and Commercialisation.

LES China, Hong Kong and Chinese Taipei will hold a joint meeting on 25 September in Shenzhen – prior to the Amsterdam meeting. It will be a half day seminar, with two visits following the seminar. The topic will be dispute resolution, and should attract 80-100 people, with the cost being only US\$30. the language will be Chinese, although a decision will be made as to whether provide translations once the number of non-Chinese speaking delegates is known. It was suggested that Patricia should attend to promote Manila.

[Subsequent amendment during delegates meeting by Yvonne Chua in consultation with LES China and LES Chinese Taipei –

LES China, Hong Kong and Chinese Taipei will hold a joint meeting on 25 September in Shenzhen. It will be a one day seminar, with a

visit to Hwa Wei the largest telecom company in china following the seminar. The topic will be dispute resolution, and should attract 100 – 150 people. Foreign participation is welcomed and simultaneous interpretation will be provided. There will be speakers from China, Taiwan and HK as well as other parts of Asia and Europe].

7. Other Business

Adam Liberman invited attendees to request that he visit their society during his presidency. He indicated that timing around June for the Manila conference would be useful.

Adam also indicated that he would hold an informal "drinks with the President" in his suite at Manila for all members who would like to attend.