SICC Singapore International Chamber of Commerce

CELEBRATING 180 YEARS 1837 - 2017

Protecting Your Brand & Intellectual Property

Friday, 17 November 2017, 9.00am – 1.00pm

Sands Expo & Convention Centre, Heliconia Ballroom (Level 3)

TIME	PROGRAMME
8.30am – 9.00am	**Registration, Light Breakfast and Networking**
9.00am – 9.05am	**Welcome Remarks** Mr Victor Mills, SICC Chief Executive
SESSION 1	
9.05am – 9.25am	**Keynote Speech: Philippines and ASEAN Perspectives on Brand Protection & IP** Mr Manuel AJ Teehankee, Undersecretary for International Economic Relations, Department of Foreign Affairs of Philippines
9.25am – 9.40am	**Business Value of Brands & IP** Prof Bryan Lukas, Professor of Marketing at the University of Melbourne (Australia)
9.40am – 9.55am	**Brand Protection & IP Concerns of the International Trademark Association (INTA)** Ms Francine Tan, Founder and Managing Director of Francine Tan Law Corporation and INTA Member
9.55am – 10.10am	**Brand Protection & IP Concerns of the ASEAN IP Association** Ms Aleli A Quirino, President of the ASEAN IP Association
10.10am – 10.30am	**Panel Q&A** Moderated by Mr Victor Mills, SICC Chief Executive
10.30am – 10.50am	**Coffee/Tea Break**
SESSION 2	
10.50am – 11.05am	**Challenges Posed by Illicit Trade on Brand Protection & IP** Mr Cyril Chua, Founder and Managing Director of Robinson LLP
11.05am – 11.20am	**Issues and Concerns from the UK Packaging Industry's Perspective** Mr Mike Ridgway, Director of the Consumer Packaging Manufacturers Alliance in the UK
11.20am – 11.40am	**Panel Q&A** Moderated by Mr Victor Mills, SICC Chief Executive
11.40am – 11.45am	**Closing Remarks** Mr Victor Mills, SICC Chief Executive
11.45am – 1.00pm	**Networking Lunch**