

**APEC IPR Public Education and Awareness Platform
Workshop on Effective Strategies for IPR Public Education**

8th – 10th November 2006

1/F, Grand Ballroom I, Regal Airport Hotel, Hong Kong, China

Organisers:

IP Australia (IP Aus)

Intellectual Property Department, Hong Kong, China (HKIPD)

Intellectual Property Office of Singapore (IPOS)

PROGRAM RUNDOWN

Wednesday, 8th November 2006 (Day 1)	
9:30	Registration
10:00	<p>Opening Ceremony:</p> <p align="center">Officiating Guests of Honour:</p> <p align="center">(i) Ms CHOI Ying Pik, Yvonne, Permanent Secretary for Commerce, Industry and Technology (Commerce and Industry), Hong Kong, China</p> <p align="center">(ii) Mr. Sivakant TIWARI, Chair of APEC Intellectual Property Rights Experts' Group</p>
10:20	<p>Theme 1 : The Critical Role of IP Public Education in a Knowledge-Based Economy and in Developing Creative Industries – Challenges and Opportunities</p> <p>Moderator: Mr. Sivakant TIWARI, Chair of APEC Intellectual Property Rights Experts' Group (5 mins)</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Mr. Jeffrey HARDEE, Vice President, Business Software Alliance Asia (20 mins) 2. Mr. Stephen SELBY, Director of Intellectual Property, Intellectual Property Department, Hong Kong, China (20 mins)
11:05	Questions & Answers
11:15	Break (Coffee / Tea)
11:35	<p>Theme 2 : Planning and Implementation of Effective IP Public Education / Awareness Campaigns</p> <p>Moderator: Mr. Ian GOSS, General Manager, Business Development and Strategy Group, IP Australia (5 mins)</p>

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	<p>Part 1: Developing Strategies for IP Public Awareness Campaigns</p> <p>Speakers:</p> <ol style="list-style-type: none"> Mr. Peter WILLIMOTT, Director of Marketing and Customer Engagement, IP Australia (25 mins) Ms. LEONG May See, Regional Director, IFPI Asian Regional Office (25 mins)
12:30	Questions & Answers
12:50	Lunch
14:20	<p>Part 2: Effective Use of Communication Tools for Public Awareness Programs</p> <p>Speaker: Mr. Royce YUEN, Chairman, the Association of Accredited Advertising Agents of Hong Kong (30mins)</p>
14:50	Questions & Answers
15:05	Break (Coffee / Tea)
15:25	<p>Part 3 : Public-Private Partnership in Public Education Program – Sharing of Case Studies on Different Target Audiences</p> <p>(i) Focus: Small and Medium Enterprises</p> <p>Moderator: Ms. Kate NORRIS, Senior Project Manager of International Cooperation, IP Australia (5 mins)</p> <p>Speaker: Mr. Stuart McLENNAN, Assistant Director of Marketing and Customer Engagement, IP Australia (30 mins)</p> <p>Panel Discussion:</p> <p>- Moderator + Speaker + 2 Panelists (30 mins) (Panelists)</p> <ol style="list-style-type: none"> Mr. Robin CHIU, Director-General, Federation of Hong Kong Industries Mr. WONG Sheng Kwai, Assistant Director-General, Infrastructure Development Division, Intellectual Property Office of Singapore
16:30	End of Day 1 Program

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Thursday, 9 th November 2006 (Day 2)	
9:30	<p>Theme 2 Part 3 : (Cont.)</p> <p>(ii) Focus: Youth</p> <p>Moderator: Ms. Pancy FUNG, Assistant Director, Intellectual Property Department, Hong Kong, China (5 mins)</p> <p>Speaker: Ms. Jenny WONG, Head of Marketing Division, Intellectual Property Department, Hong Kong, China (30 mins)</p> <p>Panel Discussion:</p> <ul style="list-style-type: none"> - Moderator + Speaker + 2 Panelists (30 mins) (Panelists) <ol style="list-style-type: none"> 1. Mr. Peter WILLIMOTT, Director of Marketing and Customer Engagement, IP Australia 2. Ms. Jennifer CHEN, Deputy Director, Customer & Corporate Communications Department, Intellectual Property Office of Singapore
10:35	Break (Coffee / Tea)
10:55	<p>Theme 2 Part 3 : (Cont.)</p> <p>(iii) Focus: General Public</p> <p>Moderator: Mr. WONG Sheng Kwai, Assistant Director-General, Infrastructure Development Division, Intellectual Property Office of Singapore (5 mins)</p> <p>Speaker: Ms. Jennifer CHEN, Deputy Director, Customer & Corporate Communications Department, Intellectual Property Office of Singapore (30 mins)</p> <p>Panel Discussion:</p> <ul style="list-style-type: none"> - Moderator + Speaker + 2 Panelists (30 mins) (Panelists) <ol style="list-style-type: none"> 1. Mr. Peter WILLIMOTT, Director of Marketing and Customer Engagement, IP Australia 2. Mr. Michael C. ELLIS, Senior Vice President & Regional Director, Motion Picture Association-International
12:00	Questions & Answers

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12:15	Lunch
13:30	Transportation
14:15	School Visit – Diocesan Girls' School (for representatives of APEC Member Economies only)
15:50	End of Day 2 Program

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Friday, 10 th November 2006 (Day 3)	
9:30	<p>Theme 3 : Measuring the Effectiveness of Public Education Programs</p> <p>Moderator: Mr. Sivakant TIWARI, Chair of APEC Intellectual Property Rights Experts' Group (5 mins)</p> <p>Speaker: Mr. Marc NICHOLSON, Managing Director of Rocket-X Media Pte. Ltd. (30 mins)</p> <p>Panel Discussion:</p> <ul style="list-style-type: none"> - Moderator + Speaker + 2 Panelists (25 mins) (Panelists): <ol style="list-style-type: none"> 1. Mr. Peter WILLIMOTT, Director of Marketing and Customer Engagement, IP Australia 2. Mr. Walter LEE, Vice President, Consulting & Partnering Research, IDC Asia/Pacific
10:30	Break (Coffee / Tea)
10:45	<p>Theme 4 : Way Forward – Regional Cooperation on Setting Up Common IP Values and Best Practices as well as Sharing of Resources</p> <p>Moderator: Mr. Peter CHEUNG, Deputy Director of Intellectual Property, Intellectual Property Department, Hong Kong, China (5 mins)</p> <p>(i) Demonstration of Online Communication Platform</p> <p>Speaker: Ms. Kate NORRIS, Senior Project Manager of International Cooperation, IP Australia (20 mins)</p> <p>(ii) Project Way Forward</p> <p>Speaker: Ms. Jennifer CHEN, Deputy Director, Customer & Corporate Communications Department, Intellectual Property Office of Singapore (20 mins)</p>

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	<p>(iii) Panel Discussion (30 mins):</p> <p>- Moderator + All speakers (Panelists):</p> <ol style="list-style-type: none"> 1. Ms. Kate NORRIS, Senior Project Manager of International Cooperation, IP Australia 2. Mr. Stephen SELBY, Director of Intellectual Property, Intellectual Property Department, Hong Kong, China 3. Ms. Jennifer CHEN, Deputy Director, Customer & Corporate Communications Department, Intellectual Property Office of Singapore 4. Mr. Jeffrey HARDEE, Vice President, Business Software Alliance Asia 5. Mr. Robin CHIU, Director-General, Federation of Hong Kong Industries 6. Mr. Michael C. ELLIS, Senior Vice President & Regional Director, Motion Picture Association-International
12:00	Questions & Answers
12:15	<p>Closing Ceremony</p> <p>Closing Speech:</p> <ol style="list-style-type: none"> 1. Mr. Stephen SELBY, Director of Intellectual Property, Intellectual Property Department, Hong Kong, China 2. Mr. Ian GOSS, General Manger, Business Development and Strategy Group, IP Australia 3. Ms. LIEW Woon Yin, Director-General, Intellectual Property Office of Singapore
12:30	Lunch
14:00	Transportation
15:00	Visit to Customs & Excise Department, Hong Kong, China (for representatives of APEC member economies only)
16:30	Transportation to Regal Airport Hotel / End of Workshop