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|  | WIPO-E |
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| **NATIONAL WORKSHOP** | |
| WIPO/IP/CGK/23/INF/1 | |
| ORIGINAL: ENGLISH | |
| DATE:  September 4-5, 2023 | |

**Intellectual Property (IP) and Mobile Applications: Business and Legal Issues**

*organized by*

the World Intellectual Property Organization (WIPO)

*in cooperation with*

the Ministry of Tourism and Creative Economy, Indonesia

**Jakarta, Indonesia, September 4 and 5, 2023**

PROGRAM

*prepared by the International Bureau of WIPO*

Monday, September 4, 2023 *(all times are Western Indonesian Time (WIB))*

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| 12.00 – 13.00 | Registration and Lunch | |
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| 13.00 – 13.30 | Opening ceremony | |
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|  | Welcome remarks by: | Mr. Sandiaga Salahuddin Uno, Minister of Tourism and Creative Economy of the Republic of Indonesia |
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|  |  | Ms. Sylvie Forbin, Deputy Director, Copyright and Creative Industries Sector, World Intellectual Property Organization (WIPO), Geneva |
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| 13.30 – 14.15 | Topic 1: | Mobile Apps and the Creative Industries’ Ecosystem - The Role of Copyright as a Driver of Economic Growth |
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|  | Speaker: | Mr. Dimiter Gantchev, Deputy Director and Senior Manager, Information and Digital Outreach Division, Copyright and Creative Industries Sector, World Intellectual Property Organization (WIPO), Geneva |
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| 14.15 – 15.00 | Topic 2: | The Global Mobile App Industry – Performance and Trends |
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|  | Speaker: | Mr. Andy Ramos, Partner, Pérez-Llorca, Madrid |
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| 15.00 – 15.30 | Coffee Break |  |
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| 15.30 – 16.30 | Topic 3: | Intellectual Property (IP) Forms of Protection Relevant for Mobile Apps |
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|  | Speaker: | Professor Dr. Noam Shemtov, Chair in Intellectual Property and Technology Law, Centre for Commercial Law Studies, Queen Mary University, London |
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| 16.30 – 17.15 | Topic 4: | Developing Apps - A Developer’s Perspective |
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|  | Speaker: | Mr. Sidiq Permana, Co-founder and Chief Innovation Officer, NBS (PT Kode Aplikasi Indonesia), Jakarta |
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| 17.15 – 18.00 | Discussion and  Closing of Day 1 |  |
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| Tuesday, September 5, 2023 *(all times are Western Indonesian Time (WIB))* | | |
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| 9.30 – 9.45 | Coffee Break |  |
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| 9.45 – 10.45 | Topic 5: | IP Aspects in Commercial Contracts |
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|  | Speaker: | Mr. Andy Ramos |
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| 10.45 – 11.45 | Topic 6: | Pre-launch Protection at the Development of the App, Protecting Code and Architecture |
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|  | Speaker: | Professor Dr. Noam Shemtov |
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| 11.45 – 13.00 | Lunch Break |  |
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| 13.00 – 14.00 | Topic 7: | User Experience (UX)– Protecting Interfaces and Functionality |
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|  | *Speaker:* | Mr. Rado Yadu Ardian, Co-founder and Chief Executive Officer (CEO), NOICE, Jakarta |
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| 14.00 – 15.00 | Topic 8: | Ensuring IP Protection for Apps and Alternative Dispute Resolution for Mobile Disputes |
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|  | Speaker: | Mr. Lam Chung Nian, Partner, Wong Partnership LLP, Singapore |
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| 15.00 – 15.20 | Topic 9: | Protecting the Interests of App Developers and Distributors: The Role of Professional Associations, Best Practices |
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|  | Speaker: | Mr. Brian Scarpelli, Senior Global Policy Counsel, Association for Competitive Technology (ACT), The App Association, Washington, D.C. |
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| 15.20 – 15.35 | Coffee Break |  |
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| 15.35 – 16.15 | Topic 10: | Mobile Apps and Artificial Intelligence (AI) |
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|  | Speaker: | Mr. Pedro Felipe Buitrago Restrepo, Independent Consultant, Former Minister of Culture of Colombia, Valencia, Spain |

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| Tuesday, September 5, 2023 (cont/…) | |  |
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| 16.15 – 17.45 | Panel Discussion: | App Development in Indonesia: State of Play and Challenges |
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|  | Moderator: | Mr. Agung Pamungkas, Government Affairs & Public Policy Manager, Google Indonesia, Jakarta |
|  | Panelists: | Mr. Dimiter Gantchev  Mr. Sidiq Permana  Mr. Noam Shemtov |
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| 17.45 – 18.00 | Closing Remarks: |  |
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