



INTELLECTUAL PROPERTY
CORPORATION OF MALAYSIA



WORKSHOP

WIPO/IP/KUL/13/INF/1
ORIGINAL: ENGLISH
DATE: OCTOBER 10, 2013

WIPO Workshop on Building Respect for IP

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Intellectual Property Corporation of Malaysia (MyIPO)

Kuala Lumpur, Malaysia, October 10 and 11, 2013

PROGRAM

prepared by the International Bureau of WIPO

Thursday, October 10, 2013

8.00 – 8.30 Registration

8.30 – 9.00 Opening Ceremony

Welcome addresses by:

Mrs. Shamsiah Kamaruddin, Deputy Director General (Industrial Property)
Intellectual Property Corporation Of Malaysia (MyIPO)

Ms. Louise Van Greunen, Director, Building Respect for IP Division,
World Intellectual Property Organization (WIPO), Geneva

9.00 – 9.30 **Topic 1** **Strategic Goal VI of WIPO: International Cooperation on Building Respect for IP**

Speaker: Ms. Louise Van Greunen

9.30 – 10.10 **Topic 2** **National Legal Framework to Implement Part III of the TRIPS Agreement**

Speaker: Ms. Hidayatul Marikha binti Mohd Zuki,
(MyIPO)

10.10 – 11.10 **Topic 3** **Building Respect for IP: The Malaysian Experience**

Speaker: Mrs. Adilah binti Abd. Aziz, Deputy Director
Enforcement Division; Ministry of Domestic
Trade, Cooperative and Consumerism
(MDTCC)

Mr. Mazlan bin Ismail, Pharmacy Services
Division, Ministry Of Health (MOH)

Moderator: Mr. Omar Katbi, Counsellor, Building Respect
for IP Division, WIPO

11.10 – 11.30 Tea Break

11.30 – 11.50 **Topic 4** **Can IP Criminal Sanctions be Justified?**

Speaker: Ms. Louise Van Greunen

11.50 – 13.00 **Topic 5** **Roundtable Discussion: Assessments and Perspectives of the Public and Private Sectors on the Enforcement of IP Rights**

Speaker: Mrs. Adilah binti Abd. Aziz

DSP Zulkipli bin Haji Daut, Commercial Crime,
Royal Malaysia Police (RMP)

Mr. Abu Ubaidah Md. Zain, Deputy Director,
New Media Division; Malaysian
Communications & Multimedia Commission
(MCMC)

Mr. Danny Hodder, Regional Director Asia
Pacific Global Security, AstraZeneca

Moderators: Mr. Mohamed Fairuz bin Mohd. Pilus, Director,
Copyright Division, MyIPO

Ms. Louise Van Greunen

13.00 – 14.30 Lunch Break

14.30 – 15.30 **Topic 6** **Small Group Practical Training Scenario on the
Implementation of Part III of the TRIPS Agreement**

Speaker: Ms. Louise Van Greunen

15.30 – 15.50 Tea Break

15.50 – 16.40 **Topic 7** **Successful Story on Private and Public Cooperation in
Respect to Counterfeit**

Speaker: Mr. Danny Hodder

16.40 – 17.30 **Topic 8** **Panel Discussion: The Equitable Disposal of Infringing
Goods**

Speaker: Mrs. Adilah binti Abd. Aziz

Mr. Mazlan bin Ismail

DSP Zulkipli bin Haji Daut

Moderator: Ms. Louise Van Greunen

Friday, October 11, 2013

9.00 – 9.30 **Topic 9** **Consumer Attitudes and Perceptions**

Speaker: Ms. Louise Van Greunen

9.30 – 10.30 **Topic 10** **Developing and Implementing Public Outreach
Campaigns in the Interest of Socio-Economic
Development**

Speaker: Mr. Omar Katbi

10.30 – 11.00 Tea Break

11.00 – 12.00 **Topic 11** **Building Partnerships: Role of the Private Sector in
Assisting the Authorities in Awareness Raising**

Activities

Speaker: Mr. Shamsul Jafni Shafie, Managing Director
Malaysian Screen Industry Sdn.Bhd
(MSI-MPA)

Mr. Jasdev Singh Gill, Managing Partner
Jasdev Chambers, Intellectual Property
Practice

Moderator: Mr. Omar Katbi

12.00 – 12.45 **Topic 12**

WIPO Outreach Tools

Speaker: Mr. Omar Katbi

12.45 – 14.45 Lunch Break

14.45 – 15.45 **Topic 13:**

**Small Group Practical Training Session on Targeted
Awareness Raising Activities**

Moderator: Mr. Omar Katbi
All participants

15.45 – 16.15 Tea Break

16.15 – 17.15 **Topic 14:**

**Roundtable Discussion on Developing a National
Strategy on Building Respect for IP**

Moderators: MyIPO Representative (*to be confirmed*)
Ms. Louise Van Greunen
Mr. Omar Katbi
All participants

17.15

Closing Ceremony

[End of document]