

Hong Kong – European Union Cooperation in Protecting and Developing Intellectual Property and Brands: Current Situation and Future Trends

2nd September 2013



BIOGRAPHIES

► SPEAKERS

PROF. RICK WONG WAI-KWOK

VICE PRESIDENT (RESEARCH AND DEVELOPMENT)
HONG KONG BAPTIST UNIVERSITY



Wai-Kwok Wong received his PhD degree in Chemistry from the University of Wisconsin, Madison in 1978. He then spent a year at UCLA as a post-doctoral researcher with Prof John Gladysz before moving on to work with the late Prof Sir Geoffrey Wilkinson at Imperial College, London in 1979. He returned to Hong Kong in 1984 and took up a lecturer position at Hong Kong Polytechnic University. In 1989, he joined Hong Kong Baptist University where he stayed there ever since. He was promoted to Chair Professor of Chemistry in 2005. He was Dean of Science from 2002-2010, and currently is the Vice-President (Research and Development). He is responsible for the development of research strategies, strengthening of taught and research postgraduate programs, and enhancement of internationalization of the university.

Prof. Wong's main research interests lie in organometallic synthesis, bioactivity of inorganic/organometallic compounds, luminescent materials and homogeneous catalysis. He has published more than 190 scientific papers in major international chemistry journals. He was appointed as Guest Professor and PhD Supervisor at Wuhan University (2002) and Sun Yat-sen University (2004) in Mainland China.

Prof. Wong has served many public organizations, including the Hong Kong Chemical Society (as Honorable Secretary in 1985 and Chairman from 1986 to 1988), the Open University of Hong Kong (as Council Member from 2004 to 2010), and the Hong Kong Institution of Science (as Founding and Council Member since 1995).



MR. STEFAN AMARASINHA

HEAD OF THE TRADE AND ECONOMIC SECTION
THE EUROPEAN UNION OFFICE TO HONG KONG AND MACAO



Stefan Amarasinha is currently Head of the Trade and Economic Section of the European Union Office to Hong Kong and Macao.

From 1999-2010 he served as Administrator in the Directorate-General for Trade of the European Commission (Brussels).

From 1999-2004/2005 he represented the European Commission in negotiations and meetings at the WTO, OECD, and UNCTAD on Trade and Competition, Trade-Related Investment Measures (TRIMS) and was responsible for issues relating to the functioning and transparency of the WTO. He also served as Trade co-Chair of the OECD Joint Group on Trade and Competition.

From 2004/2005-2010 he was involved in WTO dispute settlement, in particular disputes relating to subsidies (large civil aircraft) and export restraints (raw materials), and served as legal advisor and negotiator to various EU FTAs.

Prior to joining the European Commission, he was in international law practice at Clifford Chance (London: 1998-99), the Danish Ministry of Foreign Affairs (Copenhagen: 1996-98) and the Danish Ministry of Interior (Copenhagen: 1993-95).

He holds law degrees from the University of Copenhagen (1993) and Georgetown University (1996) (LL.M with distinction) where he studied as a Fulbright scholar. He has taught and lectured widely on issues relating to international economic law and EU affairs and is a Member of the International Trade Law and the Law of Foreign Investment Committees under the International Law Association (ILA).

Published articles and book chapters include:

- "Towards a WTO business-enabling compact", (co-authored with S. Evenett), Edward Elgar Publishing (2011)
- "The Long and Winding Road towards Multilateral Investment Rules", (co-authored with J. Kokott), Oxford University Press (2007)
- "Subsidies and Competition Issues in the WTO – A Brief Tour D'Horizon", Law and Economics in International Trade, Vol. 2, No.1, pp. 27-36 (2005)
- "East is East and West is West and the twain shall never meet": or shall they?", International Antitrust Law & Policy: Annual Proceedings of the Fordham Corporate Law Institute, pp.603-630 (2003)
- "Moving the trade and competition debate forward", Journal of International Economic Law, 4 (3), p. 481 (2001)



MR. ANDERS C. JESSEN

HEAD OF UNIT FOR PUBLIC PROCUREMENT & INTELLECTUAL PROPERTY
DG TRADE, EUROPEAN COMMISSION



Anders C. Jessen works at DG TRADE in the European Commission as Head of Unit for Public Procurement and Intellectual Property. Anders C. Jessen holds a Candidatus Juris (cand.jur.) degree from the University of Copenhagen, Denmark, and Master of Laws Degree from Duke University School Of Law, USA. Since assuming this position on 1 October 2010 he has been in charge of the office in DG TRADE responsible for trade related IPR matters in relation to all third countries. The office for example represents the EU in WTO/TRIPS Council as well as in the G8 and OECD for IPR relevant files. The office is also responsible for bilateral trade matters in relation to public procurement.

Anders C. Jessen has a total of 28 years of working experience in both the public and private sectors. For more than 20 years he has worked in the European Commission, first as a legal advisor in the Legal Service, then as Head of Section in the Washington Delegation responsible for transport, energy and environment, followed by a period as Deputy Head of Unit in DG Trade in the Unit in charge of multilateral services negotiations under the DDA as well as bilateral services negotiations. His most recent job prior to his current position was as Head of Unit for Resources and Strategic Planning in DG TRADE, including a six and-a-half month period as Acting Director for Resources and Economic Analysis.

Prior to joining the Commission Anders C. Jessen worked for seven years in the private sector, where he practised law with two of the leading law firms in Copenhagen, Denmark, in corporate practise with a focus on transactional work and litigation. He has represented the Commission before the European Court of Justice, the European Court of First Instance, and the EFTA Court and he has represented the EC in different international fora such as the WTO (Council for Trade in Services (CTS) and its subsidiary bodies), the TRIPS Council, and the OECD (OECD Working Party of the Trade Committee) and in negotiations with third countries in relation to trade in services, IPR and procurement. He co-chairs the IPR Dialogues or Working Groups that the EU has set up with Brazil, China, Russia, Ukraine, Turkey, Thailand, Argentina, and the USA. He is also the lead negotiator for the procurement negotiations under the Transatlantic Trade and Investment Partnership.



MR. PETER CHEUNG

DIRECTOR, INTELLECTUAL PROPERTY DEPARTMENT
HONG KONG SPECIAL ADMINISTRATIVE REGION (HKSAR)



Peter Cheung is the Director of the Intellectual Property Department, and Registrar of Patents, Designs and Trademarks, Government of the Hong Kong Special Administrative Region, People's Republic of China.

Mr. Cheung has been representing Hong Kong in WIPO law-making conferences. As part of the China delegation, he made interventions. As a WTO Dispute Settlement Panelist, he settled two international disputes concerning trademarks and geographical indications (US v EU and Australia v EU). He was twice an invited speaker in Harvard's Asia Business Conferences, sharing intellectual property insights.

In bilateral free-trade agreement negotiations between Hong Kong and other economies, Mr Cheung was Hong Kong's lead intellectual property negotiator. Apart from playing the traditional role, his service innovation is to foster international intellectual property trading in Hong Kong. His goal is to create more public value.

Mr. Cheung was Senior Crown Counsel of the Attorney General's Chambers. He holds a BA in Philosophy (Lond), an LLB (HK), a PCLL (HK), an LLM (Lond) and an LLM in Public International Law (Lond). He is a Barrister of the High Court of Hong Kong and a graduate of the Senior Executive Fellows Program of Harvard Kennedy School.

MR. ALBERT HO

ASSISTANT COMMISSIONER, INTELLIGENCE AND INVESTIGATION BRANCH
HONG KONG CUSTOMS, HONG KONG SPECIAL ADMINISTRATIVE REGION (HKSAR)



Mr. Ho is holding the rank of Assistant Commissioner of the Customs and Excise Department in Hong Kong, China and has worked in various aspects of Customs enforcement and management, including taxation frauds and intellectual property frauds. He is currently overseeing all the intelligence and investigation work in the Department.

Until February 2012, he was the Head of the Intellectual Property Investigation Bureau (IPIB) of the Customs and Excise Department. The IPIB is primarily responsible for combating criminal offences against intellectual property rights. It comprises about 250 officers in the fight against copyright piracy and trade mark counterfeiting.

He also has a keen interest in fraud prevention and detection both professionally and academically. He is a Certified Fraud Examiner of the Association of Certified Fraud Examiners, USA. He holds a bachelor degree in laws and a master degree in applied criminology at the Institute of Criminology, University of Cambridge. He is a barrister of the Middle Temple of England and Wales, and the High Court of Hong Kong.



MR. MAYANK VAID

CHAIRMAN, EUROPEAN BRANDS PROTECTION COUNCIL

/ INTELLECTUAL PROPERTY DIRECTOR, LOUIS VUITTON ASIA PACIFIC, LVMH FASHION GROUP PACIFIC LTD



Mr. Vaid joined LVMH's Intellectual Property Department in January 2009. Previously he worked in Daimler AG in various positions in Germany, India and China. He now chairs the European Brands Protection Council under the European Chamber of Commerce in Hong Kong & Macau.

He was a graduate of Executive MBA 2011 from Richard Ivey School of Business - University of Western Ontario, he holds a Certificate Course on Intellectual Capital Management Consultancy by the IP Department of Hong Kong Government and is a law graduate from Faculty of Law, University of Delhi and was invited to the Bar in India in 2001.

Mr. Vaid has been active in cross-industry intellectual property lobbying groups, including the Quality Brands Protection Committee (QBPC), Task force on Anti-Counterfeiting of Society of Indian Automotive Manufacturers, the High Level National Committee on IPRs and the Confederation of Indian Industry Alliance for Anti-Counterfeiting & Piracy.

MR. MATTHEW LAIGHT

EU CHINA IPR SME HELPDESK EXPERT

HEAD OF BIRD & BIRD'S INTELLECTUAL PROPERTY GROUP FOR CHINA



Matthew Laight heads Bird & Bird's Intellectual Property Group for China. He has more than 20 years of experience in advising clients across a broad range of sectors including electronics, pharmaceuticals, communications, information technology, media, broadcasting, and food & beverage on contentious and non-contentious IP matters.

Matthew's life sciences experience includes contentious matters such as patent, trade mark and unfair competition litigation; and commercial work such as clinical trials agreements, joint promotion and joint marketing agreements, collaboration and development agreements. In the electronics sector, Matthew has been heavily involved in standards issues and the interplay between standards and patents.

Matthew has a long-standing reputation as a leader in his field and continues to be ranked by the major industry publications and legal directories including, Chambers Asia-Pacific, Legal 500 Asia Pacific, Asia IP Profiles, IAM Patent 1000, IAM Life Sciences 250, and The International Who's Who of Patent Lawyers.



► MODERATORS

PROF. MARTIN DORIS

ASSISTANT PROFESSOR
FACULTY OF LAW, CHINESE UNIVERSITY OF HONG KONG

Prof. Martin Doris of the Faculty of Law at the Chinese University of Hong Kong specializes in transnational private law, international commercial arbitration and ADR. He is an accredited mediator and co-Director of the Faculty's Mediation Institute.

He is a fellow of the Hong Kong Institute of Arbitrators, he holds a first class honors in Common and Civil Law with Hispanic Studies from the Queen's University of Belfast and read for his PhD in law at the European University Institute in Florence.

Prof. Doris is co Editor-in-Chief of the *Vindobona Journal of International Commercial Law and Arbitration* and his research on European and comparative private law issues has been published in leading international journals including *Legal Studies*, the *European Law Review* and the *European Review of Private Law*.



DR. EMMANUEL GILLET

VISITING SCHOLAR
EUROPEAN UNION ACADEMIC PROGRAMME HONG KONG

Dr. Emmanuel GILLET specializes in intellectual property, cyberlaw, alternative dispute resolution and comparative law. He received his Ph.D. degree from the Grenoble University on the topic of Alternative Dispute Resolution and Intellectual Property. He obtained master degrees in intellectual property and cyberlaw (Montpellier I University) and international arbitration (Versailles University).

Emmanuel also has nine years experience as an in-house legal counsel and editor for a European leader in the management and protection of companies' online intellectual property assets.

He has given lectures on intellectual property, cyberlaw and international arbitration at different universities in various jurisdictions, including Montpellier I University Law School and Cornell Law School.



► ORGANIZERS

PROF. H. WERNER HESS

DEPUTY DIRECTOR
EUROPEAN UNION ACADEMIC PROGRAMME HONG KONG



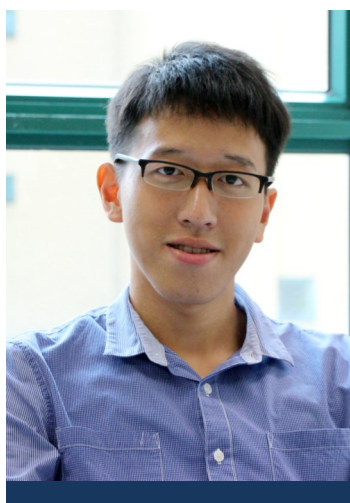
H. Werner Hess is Professor of European Studies and one of two ES Programme Coordinators at the Department of GIS at Hong Kong Baptist University. He is a graduate of the John F. Kennedy Institute of the Freie Universität Berlin and holds a doctorate in Education from the Technische Universität Berlin.

He has worked in Germany, Spain and China for many years and teaches European socio-cultural, political and economic history and contemporary affairs (German-speaking countries) as well as European/German economic relations with China and Hong Kong.

As EUAP Deputy Director, he favors a holistic approach to studying Europe, including its 'unifying' cultural traditions and the real-life diversity in EU member states. Both may be more decisive for the future of the EU than supranational decision-making structures alone. He would like to promote Europe's key characteristic: its open, cosmopolitan discourse, which makes the whole of it greater than the sum of its parts.

MR. KIN-PONG LEUNG

SENIOR RESEARCH ASSISTANT
EUROPEAN UNION ACADEMIC PROGRAMME HONG KONG



Leung Kin Pong is Senior Research Assistant of European Union Academic Programme Hong Kong. He holds an MA in EU International Relations and Diplomacy Studies at the College of Europe in Bruges, Belgium and his research focus is on EU financial and economic policies and EU foreign economic relations.

His research topics include EU-Hong Kong relations- 10 years after the retrocession; the role of CAP in the multilateral trade negotiations; the cases of anti-dumping between EU and China and the Free Trade Agreement between the EU and ASEAN in the three-level game framework. Prior to joining the EUAP, he had also extensive experience in the trading and banking sector.

