



JAPAN PATENT OFFICE



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## STRATEGIC FORUM

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**WIPO-ASEAN/IP/BKK/24/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: DECEMBER, 2023**

# **WIPO-ASEAN IP Strategic Forum: Harnessing the Potential of the ASEAN IP Register for a Stronger Regional IP Ecosystem**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Department of Intellectual Property (DIP), Ministry of Commerce, Thailand

and with the assistance of  
the Japan Patent Office (JPO)

**Bangkok, Thailand  
January 31 to February 1, 2024**

PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, January 31, 2024

08.30 – 09.00 **Registration**

09.00 – 09.30 **Opening Remarks**

Ms. Kanitha Kungsawanich, Deputy Director General, Department of Intellectual Property (DIP), Ministry of Commerce, Thailand

Mr. Satvinder Singh, Deputy Secretary-General of ASEAN, ASEAN Economic Community, ASEAN Secretariat, Jakarta (recorded remarks)

Ms. Dede Mia Yusanti, ASEAN IP Register Coordinator / Director, Information Technology, Directorate General of Intellectual Property, Jakarta

Mr. Takeshi Sakaguchi, Deputy Director, Patent Information Policy Planning Office, Japan Patent Office (JPO), Tokyo

Mr. Ken-Ichiro Natsume, Assistant Director General, Infrastructure and Platform Sector, World Intellectual Property Organization (WIPO), Geneva

**THEME: Latest Digital Tools Available for IP Offices**

09.30 – 12.30 **Topic 1: Workshop Objectives and Status Updates**

Speaker: Mr. Juneho Jang, Senior Regional Manager, IP Office Business Solutions Division, Infrastructure and Platform Sector, WIPO, Singapore

**Topic 2: Leveraging AI for Enhanced IP Search and Examination**

Speaker: Ms. Zhang Yaoyao, Consultant, China National Intellectual Property Administration (CNIPA), Beijing

**Topic 3: Streamlining IP Processes with AI-Powered Automations**

Speaker: Mr. Michael Cristiano, Chief Information Officer & General Manager, IP Australia, Canberra

10.00 (20-min) Coffee break

**Topic 4: Utilization of AI for Examination and Management**

Speaker Mr. Takeshi Sakaguchi

**Topic 5: Enhancing IP Office Decision-Making with AI-Powered Analytics**

Speaker: Mr. Seung-Woo Hyun, Intellectual Property Information System Division, Korean Intellectual Property Office (KIPO), Daejeon

12.30 – 13.30 Lunch break

**THEME: Private Sector Expectations of IP Offices' Digital Transformation**

13.30 – 15.40 **Topic 6: Industry Perspectives on AI-Powered IP Office Services**

Speaker: Ms. Sandra Mau, Vice President, Cloud & IP Government Solutions, Clarivate, U.S.A.

**Topic 7: How is AI Being Leveraged in IP Systems**

Speaker: Mr. Kim Ki Tae, Global Business Director, WIPS Co. Ltd., Seoul

15.00 (20min) Coffee Break

**THEME: Promotion of ASEAN IP Register Services**

16.00 – 17.30 **Topic 8: Expanding ASEAN IP Register's Reach and Impact**

Speaker: Mr. Bakhtiar Bandial, Senior Officer, IPR, ASEAN Secretariat, Jakarta

**Topic 9: Utilizing ASEAN IP Register for Enhancing IP Utilization**

Speaker: Ms. Thitapha Wattanapruttipaisan, Director, WIPO Singapore Office, Singapore

**Topic 10: Update on Current Data Exchange Policy in ASEAN**

Speaker: Mr. Kyaw Zaw, Senior Project Manager, IP Office Business Solutions Division, Infrastructure and Platforms Sector, WIPO, Singapore

17.30 **Closing of Day 1**

17.30 **WIPO Reception**

Venue: Pool Terrace  
Anantara Siam Bangkok

Thursday, February 1, 2024

**THEME: Future ASEAN IP Register's Services: IP Portfolio Management, Business Intelligence**

09.00 – 12.00 **Topic 11: Envisioning the Future of ASEAN IP Register**

Speaker: Mr. Juneho Jang, WIPO

**Topic 12: Next-Generation IP Portfolio Management Tools and Services**

Speaker: Mr. William Meredith, Director, IP Office  
Business Solutions Division, Infrastructure and  
Platforms Sector, WIPO, Geneva

10.00 (20-min) Coffee break

**Topic 13: How Machine Learning and AI are Powering BI: From Insights to Predictions**

Speaker: Mr. Satsawat Natakarnkitkul, Senior Solutions  
Architect/ASEAN Gen AI Ambassador, Amazon  
Web Services, Bangkok

**Topic 14: IPO's Expectations on Business Intelligence for Data-Driven IP Strategies**

Speaker: Mr. Charles Merioles, Director III, Intellectual  
Property Office of the Philippines, Taguig City

**Topic 15: ASEAN IP Register as a Platform for Data Sharing and Data Exchange**

Speaker: Mr. William Meredith, WIPO

12.00 – 13.00 Lunch break

**THEME: Roundtable Discussion on Future of ASEAN IP Register as Data Sharing Platform**

13.00 – 17.00 **Brainstorming the Future of ASEAN IP Register as a Data Hub**

- **Unlocking the Power of ASEAN IP Register Data: Applications and Use Cases**
- **Prioritizing Strategies for Effective Data Sharing on the ASEAN IP Register**
- **Building a Secure and Efficient Data Sharing Framework for the ASEAN IP Register**

Moderator: Mr. Bakhtiar Bandial, ASEAN Secretariat

15.00 (20-min) Coffee break

**Wrap-Up: Charting the Course: A Data-Driven Roadmap for the ASEAN IP Register**

- **Key priorities, proposed guidelines, and potential next steps for implementing the envisioned future of the ASEAN IP Register data platform**

Speaker: Mr. William Meredith, WIPO

17.00 **Closing remarks by Mr. Kenichiro Natsume, WIPO**

18.00 **DIP Thailand Reception**

- All meeting participants to meet at Anantara Hotel lobby and walk to Kiew Kai Ka Restaurant

Venue: Kiew Kai Ka Restaurant  
Level 6, Zone Atrium  
Central World Shopping Centre

[End of program]