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| **Wednesday, 8th November 2006 (Day 1)** |
| **9:30** | **Registration** |
| **10:00** | **Opening Ceremony:****Officiating Guests of Honour:**1. **Ms CHOI Ying Pik, Yvonne, Permanent Secretary for Commerce, Industry and Technology (Commerce and Industry), Hong Kong, China**
2. **Mr. Sivakant TIWARI, Chair of APEC Intellectual Property Rights Experts’ Group**
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| **10:20** | **Theme 1 : The Critical Role of IP Public Education in a Knowledge-Based Economy and in Developing Creative Industries – Challenges and Opportunities****Moderator: Mr. Sivakant TIWARI, Chair of APEC Intellectual Property Rights Experts’ Group *(5 mins)*****Speakers:****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** | **Theme 2 : Planning and Implementation of Effective IP Public Education / Awareness Campaigns****Moderator: Mr. Ian GOSS, General Manager, Business Development and Strategy Group, IP Australia *(5 mins)*** |

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|  | **Part 1: Developing Strategies for IP Public Awareness Campaigns****Speakers:**1. **Mr. Peter WILLIMOTT, Director of Marketing and Customer Engagement, IP Australia *(25 mins)***
2. **Ms. LEONG May Seey, Regional Director, IFPI Asian Regional Office *(25 mins)***
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| **12:30** | **Questions & Answers** |
| **12:50** | **Lunch** |
| **14:20** | **Part 2: Effective Use of Communication Tools for Public Awareness Programs Speaker: Mr. Royce YUEN, Chairman, the Association of Accredited Advertising Agents****of Hong Kong *(30mins)*** |
| **14:50** | **Questions & Answers** |
| **15:05** | **Break (Coffee / Tea)** |
| **15:25** | **Part 3 : Public-Private Partnership in Public Education Program – Sharing of Case Studies on Different Target Audiences****(i) Focus: Small and Medium Enterprises****Moderator: Ms. Kate NORRIS, Senior Project Manager of International Cooperation, IP Australia *(5 mins)*****Speaker: Mr. Stuart McLENNAN, Assistant Director of Marketing and Customer Engagement, IP Australia *(30 mins)*****Panel Discussion:*** **Moderator + Speaker + 2 Panelists *(30 mins)***

**(Panelists)*** 1. **Mr. Robin CHIU, Director-General, Federation of Hong Kong Industries**
	2. **Mr. WONG Sheng Kwai, Assistant Director-General, Infrastructure Development Division, Intellectual Property Office of Singapore**
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| **16:30** | **End of Day 1 Program** |

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| **Thursday, 9th November 2006 (Day 2)** |
| **9:30** | **Theme 2 Part 3 : (Cont.)****(ii) Focus: Youth****Moderator: Ms. Pancy FUNG, Assistant Director, Intellectual Property Department, Hong Kong, China *(5 mins)*****Speaker: Ms. Jenny WONG, Head of Marketing Division, Intellectual Property Department, Hong Kong, China *(30 mins)*****Panel Discussion:*** **Moderator + Speaker + 2 Panelists *(30 mins)***

**(Panelists)*** 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**
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| **10:35** | **Break (Coffee / Tea)** |
| **10:55** | **Theme 2 Part 3 : (Cont.)****(iii) Focus: General Public****Moderator: Mr. WONG Sheng Kwai, Assistant Director-General, Infrastructure Development Division, Intellectual Property Office of Singapore (*5 mins)*****Speaker: Ms. Jennifer CHEN, Deputy Director, Customer & Corporate Communications Department, Intellectual Property Office of Singapore *(30 mins)*****Panel Discussion:*** **Moderator + Speaker + 2 Panelists *(30 mins)***

**(Panelists)*** 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**
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| **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, 10th November 2006 (Day 3)** |
| **9:30** | **Theme 3 : Measuring the Effectiveness of Public Education Programs****Moderator: Mr. Sivakant TIWARI, Chair of APEC Intellectual Property Rights Experts’ Group *(5 mins)*****Speaker: Mr. Marc NICHOLSON, Managing Director of Rocket-X Media Pte. Ltd.*****(30 mins)*****Panel Discussion:*** **Moderator + Speaker + 2 Panelists *(25 mins)***

**(Panelists):*** 1. **Mr. Peter WILLIMOTT, Director of Marketing and Customer Engagement, IP Australia**
	2. **Mr. Walter LEE, Vice President, Consulting & Partnering Research, IDC Asia/Pacific**
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| **10:30** | **Break (Coffee / Tea)** |
| **10:45** | **Theme 4 : Way Forward – Regional Cooperation on Setting Up Common IP Values and Best Practices as well as Sharing of Resources****Moderator: Mr. Peter CHEUNG, Deputy Director of Intellectual Property, Intellectual Property Department, Hong Kong, China *(5 mins)***1. **Demonstration of Online Communication Platform**

**Speaker: Ms. Kate NORRIS, Senior Project Manager of International Cooperation, IP Australia *(20 mins)***1. **Project Way Forward**

**Speaker: Ms. Jennifer CHEN, Deputy Director, Customer & Corporate Communications Department, Intellectual Property Office of Singapore *(20 mins)*** |

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|  | **(iii) Panel Discussion *(30 mins)*:*** **Moderator + All speakers (Panelists):**
	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**
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| **12:00** | **Questions & Answers** |
| **12:15** | **Closing Ceremony Closing Speech:**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** |