

**APEC WORKSHOP “CONDUCTING EFFECTIVE IPR PUBLIC
EDUCATION & AWARENESS CAMPAIGNS FOR SMEs”
1 - 3 April 2009, The Langham Hotel, Melbourne, Australia**

Speaker Biographies

(In alphabetical order, as at 26 March 2009. Biography listing available: <http://www.ipaustralia.gov.au/apec09.shtml>)



Mr Jorge AMIGO
Director General
Mexican Institute of Industrial Property

Mr Jorge Amigo has been the Director General of the Mexican Institute of Industrial Property since 1994. In this role Mr Amigo has lead the Mexican delegation in regional, multilateral and international negotiations, participated as a speaker in several national and international events and chaired diverse WIPO committees. Mr Amigo has received several awards including the Venice International Award for Intellectual Property 2006, official recognition from the President of Mexico, and the WIPO Gold Medal. Mr Amigo holds a Bachelor in Economics and studied a Master of Economics.



Ms Susan ANTHONY
Attorney
Intellectual Property Policy and Enforcement
United States Patent and Trade Mark Office

Ms Susan Anthony is an attorney with the Office of Intellectual Property Policy and Enforcement (OIPPE), United States Patent and Trademark Office (USPTO). Ms Anthony handles domestic and international policy matters relating to copyright and is a member of USPTO's China and Africa Teams. Ms Anthony is heavily involved in the USPTO's educational outreach efforts, including the domestic IP Basics programs and the USPTO China Road Shows for small to medium sized businesses (SMEs).



Mr Peter BARON

Chief Innovation Officer

Unistraw Australia Pty Ltd

In the UK, Mr Peter Baron achieved a royal charter in graphic design then made a production manager by the age of 24. Mr Baron was appointed managing director at the age of 27 for a systems company in Melbourne and moved to Australia. Mr Baron developed the first integrated mid screen office system in Australia, developed and supplied a lighting solution for the M7 freeway & has won an Australian design award for merchandising systems. Mr Baron is an active member of the Design Institute Australia. A judge for Standards Australia, Mr Baron has numerous patents and design registrations. Mr Baron was featured in 3 pages of Time Magazine last November, is in Australian Who's Who and the inventor of Unistraw.



Mr Robert BEERWORTH

Managing Director

William

Mr Robert Beerworth has been instrumental in converting what began as a personal passion for creative web design into William, one of Australia's most prominent and successful web design and development companies. Mr Beerworth is unquestionably one of the most knowledgeable and inspiring personalities in the Australian web industry and has not only formed long standing relationships with each of William's clients but has also been an ideal leader for a growing team of talented individuals. Mr Beerworth's remarkable knowledge of a range of business processes and problems in a broad range of industries brings more than simply an understanding of the web to each client particular project. Integrally involved in the sales, creative and production teams, the application of Mr Beerworth's experience and insight on each project has provided the foundation for William's rapid growth in a very competitive industry. Mr Beerworth is also interested in providing a wealth of strategic business thinking to every William client and is seen as a spokesman for the Australian web development industry.



Mr Vjek BRADARIC

Assistant Director
Marketing and Customer Engagement
IP Australia

Mr Vjek Bradaric has worked in the Marketing and Customer Engagement section at IP Australia since July 2006. His primary role involves developing and implementing strategic marketing initiatives aimed at increasing awareness and utilisation of intellectual property rights. In the last 12 years Mr Bradaric has developed a broad range of professional experience in research and marketing disciplines, both in government and private enterprise. Mr Bradaric has academic qualifications in tourism management and marketing.



Ms Margaret CHEN

Deputy Director
TIPO, Chinese Taipei

Ms Margaret Chen has been with TIPO, Chinese Taipei since 2002, beginning as Copyright Division Director before becoming Secretary General in 2006. In January 2008, Ms Chen was named Deputy Director General of Chinese Taipei Intellectual Property Office. Ms Chen has expertise in copyright law, with over 20 years experience in this field. Ms Chen possesses an LLB from National Chengchi University (Taipei) and LLM from American University (Washington, DC).



Ms Maria DE ICAZA

Coordinator, Japan Office
World Intellectual Property Organisation

Ms Maria de Icaza, a Mexican national, joined WIPO's Communications Division in 1999. Ms de Icaza planned and executed WIPO outreach initiatives for youth, and developed outreach tools for Member States. In 2009, Ms de Icaza moved to the Japan Office (Tokyo) where she will develop outreach initiatives for Asia Pacific. Ms de Icaza is fluent in Spanish, English, French, and Portuguese and has basic proficiency in Japanese. Ms de Icaza holds an MBA (Georgetown University) and undergraduate degrees in International Relations and Economic Theory (The American University).



Ms Pancy FUNG

Assistant Director

Hong Kong Intellectual Property Department

Ms Pancy Fung is a qualified lawyer. Ms Fung's present duties with the Intellectual Property Department of the Government of Hong Kong Special Administrative Region include monitoring international capacity-building matters, overseeing liaison with Mainland China and being in charge of providing civil legal advisory service on intellectual property matters to the whole government. Ms Fung also has a Master of Science degree in Electronic Commerce and Internet Computing.



Mr GAO Qiang

Deputy Director, Education Division I

China Intellectual Property Training Center

State Intellectual Property Office

China

Mr Gao Qiang is currently working as Deputy Director of Education Division I in China Intellectual Property Training Center of SIPO. Mr Gao has been working on international IP training since 1998. In his current position, he also worked on the EU-China IP Program in 2000 and 2003. In 2008, Mr Gao was assigned to KIPO Korea as the first IP Liaison Officer of SIPO.



Ms Maureen JORDAN

Switzer Media and Publishing

Ms Maureen Jordan is a former university economics tutor and a lawyer who has been publishing small business magazines and books for over 15 years. Ms Jordan co-founded the Switzer Group with Peter Switzer, a business publishing, financial planning and business coaching business. Ms Jordan's company has a team of around 40 employees and contractors. Two years ago the Company was runner-up in the fastest growing first generation family business. Ms Jordan has been a business reporter for the Triple M radio network, 2GB and worked with James Valentine on ABC 702.



Mr KIM Il Gyu
Senior Deputy Director
International Cooperation Division
Korean Intellectual Property Office

Mr Il-Gyu Kim is the senior deputy director of the International Cooperation Division of the Korean Intellectual Property Office (KIPO). Mr Kim started his career at KIPO as a patent examiner in 1998. Mr Kim then moved to the Information Planning Division, where he and was responsible for making policy on patent information in Korea and on technical cooperation with other IP offices and international organizations, such as WIPO and APEC. Mr Kim's current duties in International Cooperation Division include responsibility for managing the bilateral international affairs of KIPO.



Ms LIEW Woon Yin
Director General
Intellectual Property Office of Singapore

Ms Liew Woon Yin is currently the Director-General of the Intellectual Property Office of Singapore (IPOS). As Director-General of IPOS, Ms Liew is responsible for administering the systems in Singapore for the protection of intellectual property, strengthening the legal framework of IPOS, promoting public awareness and effective use of IP rights, developing an IP savvy business sector in Singapore and promoting Singapore's profile in the International IP arena.



Mr Alan POH Chin Heng
Managing Director
ACP Computer Training School Pty Ltd
Singapore

Mr Alan Poh is a Founder and Managing Director of ACP, a leading ICT solutions provider in Singapore. Mr Poh is responsible for the overall workings of the company and instrumental in making strategic decisions developing and driving growth strategies. Under Mr Poh's guidance, ACP has since grown from a 3-man IT retail outfit into a complete ICT solutions provider with 130 employees.



Ms Narelle RILEY
Director of Communications
IP Awareness Foundation

For the last two years Ms Narelle Riley has been the Director of Communications for the IP Awareness Trust (now Foundation), which is a film and television industry initiative that serves to promote the value of the industry by raising awareness, understanding and appreciation of intellectual property and its role in society. For over 15 years prior, Ms Riley has been working in strategic and management positions within the Communications industry. Ms Riley's education includes a Masters in Marketing at Macquarie Graduate School of Management (2000).



Mr Stephen SELBY
Director
Hong Kong Intellectual Property Department

Mr Selby heads the Hong Kong Intellectual Property Department which is responsible for maintaining Hong Kong's Trademarks, Designs and Patents Registries, promotion of Intellectual Property protection, preparation and maintenance of legislation to protect intellectual property. Mr Selby was elected as Chair of the APEC Intellectual Property Experts' Group (IPEG) from 2008 – 2010. Mr Stephen Selby graduated from the University of Edinburgh in 1974.



Ms Christena SINGH
Author, Business Index and Consumer Reports
Sensis

Ms Christena Singh joined Sensis in 2003 as the author of the Sensis *Business Index*, the Sensis *Consumer Report* and the Sensis *e-Business Report*. Ms Singh also authors reports highlighting key issues for small Australian exporters, including *Women and Exports: an export profile of Australia's female-operated small and medium exporters*, which was released at the APEC Women Leaders' Network meeting, and the recent report *Engaging the Dragon: Australian Small and Medium Exporters and China*, which she co-authored with Austrade. Ms Singh also heads the public policy group in the Sensis *Market Intelligence* research unit, which provides research and market insights to a broad range of clients in both the public and private sectors, including all levels of government.



Ms Kylie SLADIC
Assistant Director
Marketing and Customer Engagement
IP Australia

Ms Kylie Sladic has worked in IP Australia's Marketing and Customer Engagement Section for five years. Over this time, Ms Sladic has delivered a range of marketing strategies to help raise the understanding and awareness of IP within various target markets. Currently, Ms Sladic's primary role is to implement and manage IP Australia's customer engagement program. Before joining IP Australia, Ms Sladic worked across several government and private organisations in delivering marketing, research and communication services. Ms Sladic has a degree in Communications majoring in Advertising and Marketing from the University of Canberra.



Mr SOH Tze Chyn
Intellectual Property Office of Singapore

Mr Soh Tze Chyn is currently a Senior Assistant Director with the Industry Development Department of the Intellectual Property Office of Singapore (IPOS). The industry development department's main focus is to help develop an IP savvy business sector in Singapore. Prior to joining IPOS, Mr Soh was head of the technology licensing unit of a Singapore Multinational Company.



Mr Peter SWITZER
Switzer Media and Publishing

Mr Peter Switzer is an award winning journalist and best selling author. Mr Switzer is currently a senior contributor with The Australian newspaper and columnist with the Daily Telegraph. In addition, Mr Switzer is host of Talking Business for the Qantas in-flight service Radio Q, finance commentator on Vega FM, a finance commentator for Yahoo! 7, and the host of Money Makers on Sky Business. Mr Switzer co-founded The Switzer Group — a publishing, financial planning and business coaching business.



Mr Supat TANGTRONGCHIT

Senior Trade Officer
Ministry of Commerce
Thailand

Mr Supat Tangtrongchit is the head of Intellectual Property Management Center (IPMC), Department of Intellectual Property (DIP), Thailand. Mr Supat started his career at Department of Trade Negotiations as an economist in 1986. In 2001, he moved to Office of Commercial Affairs in Washington DC as a Commercial Counsellor. At the present Mr Supat is directly in charge of the promotion of the IP creation and the utilization of the efficient management of IPRs.



Mr John TARPEY

Director of Communications
World Intellectual Property Organisation

Mr John Tarpey oversees WIPO's activities in public outreach, public affairs, and customer service. Mr Tarpey is responsible for the Organization's publications, website, films and media relations, and oversees a range of cooperative awareness-raising efforts with member states and private sector organizations. Prior to joining WIPO in 1999, Mr Tarpey worked for two decades as a journalist covering international relations, business, and economic affairs in numerous countries around the world. Mr Tarpey taught journalism, writing and public affairs at The American University in Washington, D.C., and as a Fulbright Fellow at the University of the Punjab in Lahore, Pakistan. A national of the United States, Mr Tarpey studied at Fordham University and the University of Virginia, where he received his B.A. in Literature. Mr Tarpey sits on the Governing Board of the International School of Geneva.



Mr Brian WALDRON

CEO, Melbourne Storm
National Rugby League (Australia)

Brian has been the CEO of the Melbourne Storm Rugby League club, since 2004. Under Brian's leadership the Storm has become an iconic brand in the Melbourne and the Australian sporting landscape. In 2007, research by Roy Morgan identified the Melbourne Storm had in excess of 750,000 supporters Australia wide making it the second most popular team in the National Rugby League. In 2008 media valuation experts SComm rated the Melbourne Storm the number one sporting brand in Australia for delivering media exposure to its commercial partners.



Mr Peter WILLIMOTT

Director

Marketing and Customer Engagement

IP Australia

Mr Peter Willimott is an experienced communications professional, having worked in marketing roles for a range of government and private sector organisations both in Australia and the United Kingdom. Mr Willimott is currently the Director of IP Australia's Marketing and Customer Engagement Section. This section is responsible for the development and maintenance of a range of Public Education and Awareness (PE&A) resources including IP Australia's website, publications and events. Mr Willimott is also the manager of all the state office PE&A staff, as well as being responsible for the strategic response to media requests.