

Asia and IPRs: The Facts, the Myths and the Future

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What is Asia?

- India/Pakistan/ Bangladesh and Sri Lanka
- China
- Japan
- Singapore/HK/Taiwan/Korea
- Thailand/Malaysia/Vietnam/Cambodia
- Indonesia
- The Philippines

Technology drift eastwards?

- 25% of world patent applications in 2009 were from China, Japan and South Korea
- BUT:
 - Beware of the figures

China

- National IP Strategy 2007
- Growing importance of IP
- From “me too” to “own”
- BUT: Don’t believe the figures

- IP exchanges: eg, in Shanghai, Tianjin

- Protectionism: history repeats itself

More China

- Self-innovation/indigenous innovation
- Geely/Volvo
- Huawei/ZTE
- Li Ning: the bamboo ceiling?
- Netac

Japan

- The stagnating “Western” player
- IP at the core: Strategic IP HQ
 - Playing the IP game
- Niche markets
- Kikkoman

India

- Outsourcing brains
- Playing for time in the courts

- Pharma in transition
- Engineering
- IT/IS

Singapore/HK/Taiwan/Korea

- Little Dragons, or are they Tigers?
- The Chinese diaspora: hollowing out;
- PLUS
- South Korea
 - Samsung and the *chaebols*

Thailand, Malaysia, Vietnam & Cambodia

- The emerging four
- Malaysia: the perennial disappointment
- Thailand: the land of a thousand smiles, and problems
- Vietnam: super growth and super-inflation
- Cambodia: the laggard
 - The relationship with China

Indonesia

- Roman-Dutch legal system
- Booming economy, including piracy/counterfeiting
- Poor court system

The Philippines

- The forgotten power
- Entrenched power elite
- Punches below its weight

ASEAN

- 2009 ASEAN Patent Examination Cooperation (ASPEC) Programme
- China-ASEAN FTA
 - Came into force in January 2010

The Future

- Buy, buy, buy
- More indigenous creativity and innovation
- Rule of law?
- Collaboration?

Thanks

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