



新加坡金钻珠宝商会
SINGAPORE JEWELLERS ASSOCIATION

12nd June 2021

Dear Members,

Singapore Chinese Chamber of Commerce & Industry (SCCCI) invites all SJA members to an upcoming webinar - “*IP Playbook for Success in China*”, jointly organised by SCCCI, IPOS International and Enterprise Singapore (ESG).

Date : 28 June 2021

Time : 3:00pm to 4:30pm

Please refer to the attached EDM flyer for more details.

Registration link: <https://www.sccci.org.sg/event/detail?slug=ip-playbook-for-success-in-china>

For further enquiries, please contact tristawei@sccci.org.sg or zecheng@sccci.org.sg.

Thank you for your attention.

Regards

Singapore Jewellers Association

2021年6月12日

致：全体会员

新加坡中华总商会 (SCCCI) 邀请本会会员参与由总商会、IPOS International 和企业发展局 (ESG) 联合举办的网络研讨会——“IP Playbook for Success in China”。

日期 : 2021年6月28日

时间 : 下午3时至4时30分

欲知更多详细信息，请参阅随函附上的文件。

注册链接: <https://www.sccci.org.sg/event/detail?slug=ip-playbook-for-success-in-china>

如有任何查询，请联络 tristawei@sccci.org.sg or zecheng@sccci.org.sg.

感谢您的关注！

新加坡金钻珠宝商会

IP Playbook for Success in China

Date: 28th June 2021

Time: 3.00 PM- 4.30 PM (GMT +8)

Venue: Zoom Webinar

Fee: Complimentary

In today's global markets, intangible assets (IA) and intellectual property (IP) such as trade secrets, know-how, patents and trademarks provide businesses with a strong competitive advantage.

For Singapore companies venturing overseas, understanding the IP environment in those markets as well as having strong IA and IP strategies and management tactics in place are key to safeguard your business against IP risks and reduce business uncertainty.

With a focus on the China market - a priority market for many Singapore companies - our speakers Eric Khoo (Head, Global Engagement, IPOS International), Arthur Yap (Director, CHP Law) and Wong Yi (Group Legal Counsel, BreadTalk) will share on their personal experiences, case studies and practical tips on how to leverage and protect your IP during market entry and expansion.

HIGHLIGHTS

- Gain insights on how you can safeguard your business against IP risks and next steps to take when your business encounters IP infringement
- Hear from other Singapore companies on how a clear IP strategy can pave the way for growth overseas
- Learn more about the available resources you can tap to build an effective IP strategy for your business

SPEAKERS



Eric Khoo

Head, Global
Engagement,
IPOS International



Arthur Yap

Director,
CHP Law



Wong Yi

Group Legal Counsel,
BreadTalk Group



Reuben Lim

Head, Strategic
Engagement,
IPOS International

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