

Intellectual property practitioners of South East Asia (“ASEAN”) countries have again, gathered, this time, for the 2019 ASEAN Intellectual Property Association (“ASEAN IPA”) Annual Conference (“the Conference”). This year, our neighbouring country, Singapore, was selected as the venue of the Conference which was held from 26-27 April 2019 in Shangri-La Hotel.

Azmi & Associates, as a member of ASEAN IPA, had sent two of its intellectual property lawyers, Azarith Sofia Aziz and Amera Mohd Yusof (“the Delegates”), to participate. The Conference, which was attended by over a hundred participants from more than ten countries was fully occupied with informative sessions covering wide areas of intellectual property laws with emphasis on this year’s theme, “Tech, Trade and Transformation – ASEAN’s Future”. This year’s event was also graced by Mr. Soh Kar Liang, the Singapore Country Head.

The Conference has always generated a warm and receptive impression among members and perhaps because of the close affinity among the participants, it seems that the Conference has brought the members even closer and further strengthened their ties over the years. The Delegates of the Firm also took this opportunity to pay a visit to fellow foreign associates and members of ASEAN IPA who they last met during the 2018 ASEAN IPA Annual Conference in Phnom Penh.

The unique platform and casual atmosphere of the Conference eases collaboration, discussion and the exchange of ideas between the participants. The organiser had organized a welcoming reception on the evening of the first day of the Conference, which allowed the participants to feast, gather, and network. During the last day of the Conference, farewell pre-dinner drinks as well as the most anticipated gala dinner were held where the participants were served with, amongst others, local food.

This year’s gala dinner was spiced up with a group game of quizzes concerning various themes such as movies, songs, artistes, sports and others, which livened up the atmosphere and brought more cheer among the members that evening. All these events not only tightened the relationship between the participants but also provided the participants with an insight into Singaporean hospitality, warmth, and welcoming attitude.