

“Symposium on Intellectual Property in the Philippines” ~ Held by FAMI IPR Task Force in Manila ~

Philippine IPR Symposium

Last October 27, the Intellectual Property Rights Task Force established under the Federation of Asian Motorcycle Industries (FAMI)¹, in an attempt to encourage effective measures to address the steady spread of motorcycle intellectual property rights problems to the economies of Asia, held the “Symposium on Intellectual Property in the Philippines.” The location was the bustling Filipino capital of Manila City.

The symposium sponsor was the Motorcycle Development Program Participants Association, Inc. (MDPPA) – the motorcycle manufacturers association of the Philippines. This was the second IPR symposium held by FAMI, with the initial event convened in Malaysia.

The event featured participation by about 120 persons, filling the hall to capacity and underscoring the significant depth of interest and concern in the issues now surrounding intellectual property rights.

The symposium opened with a greeting from the MDPPA President, followed by a keynote address from the FAMI President. Next came a number of speeches delivered by officials from the Filipino government (representing the Board of Investments, the Intellectual Property Office and the Bureau of Customs). These presentations examined the IPR problem in terms of the investment environment, the importance of intellectual property rights, the nature and operation of specific protection systems, coastal surveillance and regulation geared to practical operations and from other angles.

The director of the Filipino Intellectual Property Office described the goal that his office envisions in this field: “We will firmly come to grips with the challenges, striving to create a society where intellectual property rights problems are a thing of the past.” He also expressed his office’s gratitude for the initiative shown by the industry in this area.



View of the symposium hall



**Keynote address:
FAMI President
Dato's Syed Mohamad Adid**

¹ FAMI member organizations include AISI (Indonesia), MASAAM (Malaysia), MDPPA (Philippines), SIAM (India), SMCTA (Singapore), TAIA (Thailand), TTVMA (Taiwan) and JAMA (Japan).

Representing Japan was a speaker from the Japan Patent Office (under the Ministry of Economy, Trade and Industry), who addressed the topic: "The Current State of Counterfeiting, Intellectual Property Protection Movements and Proposals for Effective Enforcement." Also taking the podium for Japan was a delegate from a JAMA member motorcycle manufacturer, who used the allotted time to explain "Intellectual Property Activities in the Japanese Motorcycle Industry."

The program concluded with a question and answer session, producing a number of inquiries regarding specific operation of IPR policies and enforcement. The content of the questions voiced stressed the heightened awareness of the intellectual property situation and concern with perfecting concrete approaches to deal with existing problems.



JAMA member company counterfeit example photo panels and Filipino IPR posters

Full use was made of the entrance to the symposium hall for a variety of displays. Specifically, there were photo panels prepared by JAMA member companies to show examples of counterfeit products, along with Filipino IPR posters created from shared designs of FAMI member countries public relations activities for the public relations poster campaign planned and produced by the FAMI IPR Task Force. These visual materials proved to be a keen source of interest and attention for the majority of symposium participants.

Press Conference

A press conference was also held in connection with the symposium, an event that was treated as one phase of the "Intellectual Property Week" national event in the Philippines. This advance publicity contributed to a turnout of around 30 members from the press corps for the gathering, producing a wide variety of well-informed questions.

On the strength of this symposium and other related efforts, JAMA has high hopes that deepened awareness of the importance of intellectual property rights will lead to heightened desire not only in the industry, but also among general consumers to find solutions for imitation products and other serious IPR problems.



The press conference produced a large turnout

* * *