



## Business Essentials' Luncheon

Wednesday, 7th Feb 2007

11:45am - 2:00 pm

Intellectual Property security has long been a grave concern for foreign investors used to the protection of developed legislation. Now, with an ever increasing amount of foreign and in particular large corporate investment planned for the Vietnamese market, does the business community have more confidence in the security of their intellectual assets? The guest speakers will share with you their experience, knowledge and plans for Vietnam in the new era.

# IP in Vietnam A new era begins

### Guest Speakers

**Mr Christophe Desriac** - Microsoft

Upcoming license enforcement activities

**Ms Tran Thanh Ha**—Baker & MacKenzie

Cases of litigation that have occurred in Vietnam

**Mr Ly Qui Trung**—Pho 24

Managing a Vietnam superbrand in an unregulated environment

**MC Mr Phil Crouch** General Manager ANZ Bank

### Co-host



**Ticket price:**

25 USD – Members & co-host Members

30 USD – Non-Members

**New World Hotel**

Vietnam Room—1st Floor

76 Le Lai St., District 1, Ho Chi Minh City

Please arrange for payment and collection of tickets at the AusCham office prior to the event.

We will accept booking up to 5pm, 6th Feb, 2007. Cancellations must be made prior to the day or you will be charged.

AusCham: Rm #306, New World Hotel

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