



Dear Members and guests, EuroCham is looking forward to your participation in

EuroCham Business Luncheon

INTELLECTUAL PROPERTY ENFORCEMENT IN VIETNAM

Presented by Head of IPR Desk Vietnam from Italian Trade Commission

Sheraton Saigon - Wednesday, 7 April 2010

Despite Vietnam's accession to the Agreement on Trade Related Aspects of Intellectual Property (IP) rights, protecting and enforcing intellectual property rights remains a problem in Vietnam. A broad range of counterfeit products continue to be sold in Vietnamese market and counterfeiters in Vietnam are becoming more sophisticated in their methods and practices. IP is often the company's most valuable asset and it is crucial that it is fully protected.

Therefore, one of the most important steps for brand owners is to develop an effective IP strategy.

How can companies protect their IP most practically and efficiently?

At this IP seminar in HCMC, our guest speaker from Italian Trade Commission will share with the members an insights on "How IP works in Vietnam" and "IP enforcement in Vietnam". A Q&A session will be included in the event.

Guest speaker: Mr. Martino Castellani, Head of IPR Desk Vietnam, Italian Trade Commission



Martino Castellani is an official of the Italian Trade Commission, the Trade Promotion Section of the Italian Embassy. He holds a degree in Political Sciences from LUISS University on Rome (1996), with a specialization in international relations. Martino joined the Italian Institute for Foreign Trade (Italian government agency in charge of trade promotion) in 2000 and working in Vietnam as the Head of IPR Desk since April 2008.

Date: Wednesday, 7 April 2010

Venue: VIP Room 3&4; 3F - Sheraton Saigon Hotels & Towers, 88 Dong Khoi Dist 1 HCMC

Fee: Member & co-host USD40 (VND760,000); non-member USD50 (VND950,000)

11.30 - 12.00: Registration

12.00 - 12.05: Welcome speech

12.05 - 13.45: Presentation, lunch and Q&A

Co-hosts:



Please fill in the form below and fax to 08.38272743 or email to events-hcmc@eurochamvn.org

Name: _____

Company: _____

Position: _____

Tel: _____ Fax: _____

Email: _____

Member of: _____ Non-member:

All cancellations must be made 24 hours prior to the event otherwise 'no show' will be charged due to obligations with the venue.