



**Asia-Pacific
Economic Cooperation**

**APEC SYMPOSIUM ON PAPERLESS TRADING
CAPACITY BUILDING AND INTELLECTUAL
PROPERTY PROTECTION**

China, September 2007

APEC Electronic Commerce Steering Group

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Agenda of 2007 • APEC Symposium on Paperless Trading Capacity Building and IP Protection

Aug. 14th

Morning Session

08:45-09:00 Mr. Xiaoqi Liao, Vice-Minister, Ministry of Commerce, P. R. China will meet with representatives from APEC member economies

Opening Ceremony Moderator: Ms Monica Ochoa, Project Manager, APEC Secretariat

09:00-09:10 Mr. Xiaoqi Liao, Vice Minister of Commerce, P.R. China

09:10-09:20 Ambassador Juan Capunay, Deputy Executive Director of APEC Secretariat

09:20-09:30 Mr. Xiaohong Yan, Deputy Director, National Copyright Administration, P. R. China

09:30-09:40 Mr. Chuanzhong Wei, Deputy Director, General Administration of Quality Supervision, Inspection and Quarantine, P. R. China

09:40-09:50 Mr. Jingchuan Wang, Consultant of National Intellectual Property Strategy Formulation Office (Former Commissioner of State Intellectual Property Office of the People's Republic of China)

09:50-10:00 Mr. Hailong Wu, Director-General, Department of International Organizations and Conferences, Ministry of Foreign Affairs, P.R.China

10:00-10:10 Mr. Junsheng Liu, Chairman, APEC e-Commerce Business Alliance

10:10-10:30 Tea Break

Session I – Overview of Paperless trading development and importance of paperless trading capacity building in trade facilitation

Moderator: Mr. Yuzhou He, Deputy Director-General, e-Commerce Department, Ministry of Commerce, P. R. China

10:30-11:00 **Paperless Trading and Capacity Building in APEC Economies**

Mr. Jian Wang, Professor, UIBE, P. R. China



2007 • APEC 无纸贸易: 能力建设与知识产权保护峰会
2007-APEC Symposium on Paperless Trading Capacity Building and IP Protection



中国北京 | BEIJING • CHINA

2007年8月14-16日 | 14-16 AUG 2007

- 11:00-11:20 State of Developing Paperless Trading in Japan 2007**
Mr. Kazumi Hirai, Director, Third Management Dep., Japan Association for Simplification of Trade Procedures
- 11:20-11:40 The Critical Role Of Content In Effective Global Trade Management**
Mr. Graham R.F. Napier, CEO, TradeBeam, U.S.A.
- 11:40-12:00 Q & A**
- 12:00-14:00 Working Lunch**
(Location: Banquet Hall, 1st Floor, Beijing Jinjiang Fuyuan Hotel)

Afternoon Session

- Moderator: Mr. Jianguo Wang, Deputy Director of China International Electronic Commerce Center
- 14:00-14:20 Tradelink and Digital Trade and Transportation Network**
Mr. Justin Yue, CEO of DTTN, Hong Kong, China
- 14:20-14:40 Trusted Electronic Documents For Cross-Border Trade**
Mr. Junxu Sun, Consulting Manager, eGovernment (Business) Division, Crimsonlogic Ltd, Singapore
- 14:40-15:00 Facilitating Paperless Trading and Customs Clearance**
Ms. Alicia Say, Manager, International Business Development Trade-Van Information Services Co. Chinese Taipei
- 15:00-15:20** Mr. Xingchu Xiang, Manager, Department of Business Planning, Jianghuai Automobile Group
- 15:20-15:40 Tea Break**
- 15:40-16:00 Readiness of the Public Sector for Implementing Paperless Trade in Viet Nam**
Ms. Viet Anh Lai, Head of the Policy Division of the e-Commerce Department, Ministry of Trade, Viet Nam
- 16:00-16:20 Korea's National Single Window Platform for paperless trade and e-logistics**
Dr. Yoon Say Jeong, Secretary General, Korea Paperless Trade Center, Korea Int'l Trade Association



16:20-16:40

Q & A

19:00-20:00

Welcome Reception

(Location: Banquet Hall, 1st Floor, Beijing Jinjiang Fuyuan Hotel)

Moderator: Mr. Junsheng Liu, Chairman, APEC e-Commerce Business Alliance

Host: Mr. Zengwei Jiang, Vice Minister, Ministry of Commerce, P. R. China

Aug. 15th

Morning Session

Session II: Overview of IP protection and importance of IP protection in trade facilitation

Moderator: Mr. Daming Zhang, Deputy Director, China International e-Commerce Center

09:00-09:30

The Influence and Actions of APEC Intellectual Property Protection on Paperless Trading Capacity Building

Mr. Zhicheng Zhang, Head of Documentation Team, National Intellectual Property Strategy Formulation Office, P. R. China

09:30-09:50

Mr. Ian Macintosh, Counselor (Economic), Australian Embassy Beijing

09:50-10:10

New Development of Intellectual Property Protection in China

Prof. Shunde Li, CASS, World Intellectual Property Organization

10:10-10:30

Ms. Gilda González, Director of Intellectual Property Protection Mexican Institute of Industrial Property (IMPI)

10:30-10:50

Tea Break

10:50-11:10

The Peruvian Legal Framework As Support Of The Paperless Capacity Building

Ms. Maria Viatoria Navarro Crespo, Cybersec Consult S.A., Peru



- 11:10-11:30** **Three Major Strategies for the ICT - enabling Environment**
Mr. Jidong Zhao, Deputy General Manager, China Network
Communication Group Corporation
- 11:30-11:50** **IPR Protection in Thailand**
Mr. Somsak Liengkaewpratum, Head of IP Information Center ,
Department of IP , Thailand
- 11:50-12:00** Q & A
- 12:00-14:00** Working Lunch
(Location: Banquet Hall, 1st Floor, Beijing Jinjiang Fuyuan Hotel)

Afternoon Session

- Moderator: Professor Chenjin, UIBE, P. R. China
- 14:00-14:20** **Overview of IP Protection and Importance of IP Protection in
Trade Facilitation**
Ms. Pancy Fung, Assistant Director of Intellectual Property, Intellectual
Property Department, Government of Hong Kong Special
Administrative Region
- 14:20-14:40** **Challenges for IPR Enforcement in a Paperless Environment**
Mr. Paul Pizzeck, U.S. Customs and Border Protection
- 14:40-15:00** Mr. Zhai Shumin, Shapewriter, Canada
- 15:00-15:20** Q & A
- 15:20-15:40** Tea Break
- 15:40-16:30** **Panel Discussion on Paperless Trading and IP Protection**
Moderator: Mr. Zhicheng Zhang; Mr. Jian Wang ; Mr. Paul Pizzeck;
Mr. Kazumi Hirai



Aug. 16th

Morning Session

Suggestions and Initiatives for Future Development

Moderator: Mr. Fudong Zhan, Deputy Manager, Department of Research and Development, China International E-commerce Center

09:00-09:30 APEC Project on Paperless Trading Capacity Building and IP Protection

Mr. Guangzhou Lv, Project Manager, China International e-Commerce Center

09:30-09:50 Strengthen IPR Enforcement Promote Paperless Trading Development

Mr. Nianlu Zhang, Secretary-General of APEC Electronic Commerce Business Alliance

09:50-10:10 Statement of 2007•APEC Symposium on Paperless Trading Capacity Building and IP Protection

10:10-10:30 Tea Break

10:30-11:00 Closing Ceremony

Moderator: Mr. Shaogang Zhang, Deputy Director-general of Department of International Trade and Economic Affairs, Ministry of Commerce, P.R.china

Certificate rewarded by Ambassador Juan, Deputy Executive Director of APEC Secretariat and Mr. Junsheng Liu, Chairman of APEC e-Commerce Business Alliance

Mr. Xiaozhun Yi, Vice Minister, Ministry of Commerce, P. R. China

11:00-11:30 Technology Demo by Jiang Huai Automobile Group

11:30-12:00 Visit China International Electronic Commerce Center (CIECC)

12:00-14:00 Lunch

(Location: Cafe', 1st Floor, Beijing Jinjiang Fuyuan Hotel)