

**OPENING REMARKS BY YANG MULIA DYG NAIMAH BINTI MD ALI,
SOLICITOR GENERAL OF THE ATTORNEY GENERAL'S CHAMBERS AT
AANZFTA-WIPO REGIONAL CONSULTATION SEMINAR ON ACCESSION
TO THE MADRID PROTOCOL, 6 FEBRUARY 2013, THE EMPIRE HOTEL
AND COUNTRY CLUB, JERUDONG, BRUNEI DARUSSALAM**

BISMILLAHIR RAHMANIR RAHIM..

MR VINCENT CHEONG

CHIEF EXECUTIVE OFFICER

BRUNEI ECONOMIC DEVELOPMENT BOARD (BEDB)

MR DENNIS CROZE

DIRECTOR

WIPO SINGAPORE OFFICE

**DISTINGUISHED SPEAKERS, PARTICIPANTS, SENIOR OFFICERS OF THE
ATTORNEY GENERAL'S CHAMBER'S AND OFFICERS FROM PATENT
REGISTRY OFFICE BRUNEI ECONOMIC DEVELOPMENT BOARD, LADIES
AND GENTLEMEN**

1 ASSALAMUALAIKUM AND GOOD MORNING EVERYONE. IT IS MY GREAT PLEASURE TO WELCOME ALL OF YOU TO THIS ASEAN-AUSTRALIA –NEW ZEALAND FREE TRADE AREA (AANZFTA) -WIPO REGIONAL CONSULTATION SEMINAR ON ACCESSION TO THE MADRID PROTOCOL.

2. I AM INDEED VERY HONOURED TODAY BY THE PRESENCE OF MANY EXPERTS NOT JUST FROM THE INTERNATIONAL ORGNISATIONS BUT ALSO THOSE WHO COME FROM THE INTELLECTUAL PROPERTY OFFICES AND THE BUSINESS SECTORS IN THE ASEAN REGION. I AM ALSO HAPPY TO SEE A VERY GOOD TURN OUT FOR OUR LOCAL BUSINESSES AND SMES. THIS MERELY DEMONSTRATE THE IMPORTANCE AND SIGNIFICANCE OF THIS EVENT FOR ALL STAKEHOLDERS.

LADIES AND GENTLEMEN

3. INTELLECTUAL PROPERTY IS AN IMPORTANT ASSET FOR ANY PERSON THAT OWNS IT. HE CAN SELL IT, LICENSE IT OR EVEN GIVE IT AWAY AND CAN GAIN CONSIDERABLE ECONOMIC BENEFIT FROM IT. ITS PROTECTION IS THEREFORE VERY IMPORTANT IN ORDER TO ENCOURAGE CREATIVITY AND INNOVATION AND THEREBY ENHANCE NATIONAL DEVELOPMENT.

4. IN THIS HIGHLY COMPETITIVE GLOBAL ECONOMY BUSINESSES NEED TO TAKE ADVANTAGE OF ALL AVAILABLE TOOLS TO ASSIST THEM IN MEETING THE CHALLENGES TO GROW NOT ONLY THEIR BUSINESS DOMESTICALLY, BUT ALSO TO FIND NEW MARKETS FOR THEIR PRODUCTS AND SERVICES. A KEY TOOL TO SPUR BUSINESS EXPANSION IS USING AN INTERNATIONAL SYSTEM.

5. THEREFORE, PROTECTION OF INTELLECTUAL PROPERTY, IN PARTICULAR TRADEMARKS, IS NOT SIMPLY LIMITED TO DOMESTIC PROTECTION BUT AS INVESTMENTS AND BUSINESSES DEVELOPS AND EXPANDS BEYOND OUR BORDERS, THE NEED TO PROVIDE FOR INTERNATIONAL PROTECTION OF INTELLECTUAL PROPERTY BECOMES EVEN MORE IMPORTANT.

6. THE MADRID PROTOCOL IS ONE SUCH MECHANISM FOR THE PROTECTION OF INTELLECTUAL PROPERTY, NAMELY, TRADEMARKS. IN THAT THE TRADEMARK OWNER CAN MAKE ONE APPLICATION FOR PROTECTION IN ONE MEMBER STATE AND ENJOYS PROTECTION IN ONE OR ALL OTHER MEMBER STATES TO THE MADRID PROTOCOL.

7. ACCESSION TO THE MADRID PROTOCOL IS ONE OF THE INITIATIVES PROVIDED UNDER THE ASEAN INTELLECTUAL PROPERTY PLAN OF ACTION 2012-2015 AND IS ONE OF THE PROJECTS UNDER THE AANZFTA ECONOMIC COOPERATION WORK PROGRAMME.

8. THE PROGRAM FOR TODAY COVERS THE COMMON AREAS THAT WOULD BE OF CONCERN FOR ALL STAKEHOLDERS, WHETHER A BUSINESSMAN, AN IP PRACTITIONER OR EVEN A POLICY MAKER.

9. WHAT IS THE MADRID PROTOCOL? WHY IS IT IMPORTANT AS A TOOL FOR BUSINESS? HOW WOULD ACCESSION TO THE MADRID PROTOCOL AFFECT IP PRACTICE AND MOST IMPORTANTLY HOW DO WE PREPARE FOR IMPLEMENTATION AND WHAT ARE THE LESSONS LEARNED FROM OUR NEIGHBOURING COUNTERPARTS. ALL THESE WOULD BE ADDRESSED DURING TODAY'S SEMINAR.

10. IT IS OUR HOPE THAT THIS SEMINAR WOULD AT LEAST PREPARE AND EDUCATE STAKEHOLDERS BEFORE BRUNEI DARUSSALAM ACCEDES TO THE MADRID PROTOCOL, AS WELL AS PROVIDE ALL STAKEHOLDERS WITH THE OPPORTUNITY TO NOT ONLY BROADEN THEIR UNDERSTANDING OF THE PROTOCOL BUT TO ALSO LEARN FROM THE EXPERIENCES OF OTHER COUNTRIES WHO HAVE ACCEDED THE MADRID PROTOCOL.

11. FINALLY, ON BEHALF OF THE HONOURABLE ATTORNEY GENERAL AS WELL AS THE ORGANISING COMMITTEE, I WOULD LIKE TO TAKE THIS OPPORTUNITY TO THANK ALL THOSE INVOLVED IN THE ORGANISATION OF THIS EVENT, IN PARTICULAR THE ASEAN SECRETARIAT, THE WORLD INTELLECTUAL PROPERTY ORGANISATION, AND ALSO THE BRUNEI

ECONOMIC DEVELOPMENT BOARD FOR THEIR CONTINUOUS SUPPORT AND INVALUABLE CONTRIBUTION IN THIS AREA.

12. LAST BUT NOT THE LEAST, I WOULD ALSO LIKE TO EXPRESS MY GREATEST THANKS TO ALL MEMBERS OF THE ORGANIZING COMMITTEE FOR THEIR GREAT EFFORTS AND DEDICATION IN THE PREPARATION OF THIS VERY IMPORTANT EVENT.

13. TO END, I WOULD LIKE TO WISH EVERYONE HERE: A FRUITFUL SEMINAR, AND TO OUR FOREIGN SPEAKERS AND PARTICIPANTS: AN ENJOYABLE AND MEMORABLE STAY IN BRUNEI DARUSSALAM. I KNOW YOU HAVE A TIGHT SCHEDULE LINED UP FOR YOU BUT ESPECIALLY FOR OUR VISITORS, I HOPE YOU WILL SOMEHOW HAVE THE OPPORTUNITY TO EXPLORE THE FLORA AND FAUNA AND INTERESTING PLACES IN BRUNEI DARUSSALAM (A KINGDOM OF UNEXPECTED TREASURES) DURING YOUR SHORT STAY.

**WABILLAHITAUFIQ WALHIDAYAH. WASSALAMUALAIKUM
WARAHMATULLAHIWABARAKTUH.**