

OPENING REMARK by Mr. Bajoe Wibowo,

**Project Manager, Office of the Deputy Director General,
Development Sector (WIPO)**

Jakarta – Assalam’alaikum wr. wb. dan Salam sejahtera bagi kita semua

H.E. Mr. Joko Widodo, President of the Republic of Indonesia

H.E. Mr. Yassona H. Laoly, Minister of Law and Human Rights

H.E. Mr. Imam Nahrawi, Minister of Youth and Sports

H.E. Mr. Alex Noerdin, Governor of the Province of South-Sumatra

Dr. Freddy Harris, Director General of Directorate General of Intellectual Property (DGIP) Indonesia,

Mr. Erick Thohir, President of the Organizing Committee of the ASIAN Games 2018; and Chairman of Inter-Milan Football Club, Milan, Italy

Mr. Raja Sapta Oktohari, President of the Organizing Committee of the PARA ASIAN Game 2018; and President of MAHKOTA Promotion Indonesia

Mr. Carlos Castro, Head of Copyright and Copyright Affairs at the International Olympic Committee (IOC), Switzerland

Mr. Stephen Townley, Manager, Active Rights Management Limited United Kingdom

Dra. Dede Mia Yusanti, M.L.S. Director of Patens, DTLST and

Trade Secret of DGIP

Dr. Molan Karim Tarigan, Director of Cooperation IP and Empowerment DGIP

Distinguished Guests from the Association of South East Asian Nations (ASEAN) countries,

Distinguished Speakers,

Participants,

On behalf of the World Intellectual Property Organization (WIPO) and its Director General, it is a great pleasure to welcome you all to this Regional Seminar on Intellectual Property and Sports for the Association of South East Asian Nations (ASEAN) countries, jointly co-organized with WIPO and DGIP Indonesia.

ASEAN Member countries (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam) have a combined population of approximately 640 million people, which represents about 8.8% of the world's population. If ASEAN were a single entity, it would rank as the sixth largest economy in the world, behind the USA, China, Japan, France and Germany.

ASEAN Cooperation has come to encompass a wide range of

fields, including trade and investments, environment, human rights, health, poverty eradication and IP rights. While diverse in terms of governance systems, economic status and socio-cultural backgrounds, ASEAN remains united by its shared history and a common vision for people centered progress.

We often do not take enough time to think about the many ways in which innovation improves the quality of our lives.

Innovation and creativity are key drivers in the world of sport. In every sporting fields, inventors and creators are working behind the scenes to push the boundaries, creating new opportunities for enjoyment and for athletes to better their performance.

IP lies at the heart of the huge commercial opportunities offered by the world of sports. IP rights (especially patents, trademarks and broadcasting rights) – and the legal protection they give- help to secure the economic value of sport. This in turn stimulates growth of the sports industry, enables sporting organizations to finance high-profile sports events, and provides the means to promote sport development. Business transactions related to sponsorship, merchandising and media deals are all built on IP rights. The sports industry has a growing impact on the world economy, creating jobs, investing in public infrastructure and mobilizing resources.

The purposes of this event are :

- to raise awareness on the linkages between IP rights and sports, exploring the benefits and advantage of using IP rights to promote and to better market sportive activities, institutions and individuals/teams
- to develop South-South Cooperation and share successful national experiences on the use of the IP system for promoting sports among the countries in the sub-region underscoring the importance of IP in the business of sports
- to contribute to build capacity of the participants to design/implement IP strategies for assist in promoting and marketing sport activities in their countries.
- to support the efforts of the Indonesian Government in branding its image, as the hosting country for the ASIAN Games 2018 (which will hosted simultaneously in Jakarta and in Palembang) within the framework of upcoming Olympic events in Asia (i.e. Pyeongchang 2018, Tokyo 2020 and Beijing 2022)

We would like to thank the Government of Indonesia for hosting this important event in Jakarta 10 months before the official opening of the ASIAN Games 2018, as well as the PARA ASIAN Games 2018.

Please allow me to extend special thanks to the local partners from DGIP, in particular to Ms. Dede Mia Yusanti, Director of Patents, Mr. Molan Karim Tarigan, Director of Cooperation IP and Empowerment and DGIP team.

We are also grateful to ALL our invited international speakers for accepting the invitation and for sharing their valuable experience during this 2-day Seminar.

Finally I would like to express on behalf of those coming from abroad as well as my colleague, Ms. Cathy Jewell and myself, our gratitude and appreciation to all the partners for their support in the organization of this Seminar.

Wassalam'alaikum wr. wb.

Mr. Bajoe Wibowo,

**Project Manager, Office of the Deputy Director General,
Development Sector, WIPO**