

Joint Organisers



中小型企业所面临之实际法律课题讲座会

Seminar on Practical Legal Issues Facing SMEs

Date **25-4-2017** (Tuesday)
Time **9.00am to 1.00pm**
Venue **Seng Peng Hall, Wisma Chinese Chamber, Ground Floor, 258, Jalan Ampang, 50450 Kuala Lumpur.**

Benefits

- HRDF-SBL Claimable
- Malaysian Bar Council: 3 CPD Points (CPD Code: T2/25042017/ACCCIM/KL172270/3)

Registration Fee

- RM 50 - Members of ACCCIM Constituent Chambers and Associate Members
- RM 100 - Non Members

Who Should Attend

- SMEs Companies
- CEOs, CFOs
- Chief Accountants, Accountants
- Corporate Lawyers, IP Professionals
- Patent Agents, In-House Counsels handling IP Matters

PROGRAMME

0800 - 0900 hrs

Arrival & Registration of Participants and Breakfast Session

0900 - 0930 hrs



Opening Remark by
Y.Bhg. Dato' Low Kian Chuan
Secretary-General of the Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)



Moderator :
Y.Bhg. Dato' Wong Pui Lam
Honorary Adviser cum Deputy Chairman of ACCCIM Legal Affairs Committee

0930 - 1130 hrs

Topic 1 : Role of IP in the Growth of SMEs



Speaker : Mr. Tai Foong Lam
Senior Partner of Gan Partnership

Synopsis : Intellectual property (IP) has always been an important asset for big corporations. In a world of expanding technologies, building consumer recognition and preserving your reputation are crucial. Studies has found that SMEs with formal IP protection are more likely to expand into foreign markets and give your business a competitive advantage over your competitors by gaining market share. **In this session, you will find out:**

- **Costs of the different IP and how each IP gives you the competitive advantage.**
- **How licensing and franchising (two common business models to commercialize IP) can fuel your business expansion.**

Biodata

- Mr. Tai graduated from the Queen Mary and Westfield College of the University of London with an LLB (Hons) degree in 1992. He was called to the Bar at Lincoln's Inn in 1993 and called to the Malaysian Bar in 1995.
- His main area of practice is Intellectual Property and is a recognized IP practitioner specializing in Information Technology (IT) and telecommunications. His clients in the field of telecommunications include many of the telecommunications companies in Malaysia.
- Foong Lam has been a member of the Bar Council IP Committee for many years, and is also the past president of the Malaysian chapter of the International Association for Protection of Intellectual Property (AIPPI).

1130 - 1300 hrs

Topic 2 : Effective Debt Recovery



Speaker : Mr. Ken St. James
Senior Partner of Michael Chai Ken

Synopsis: Effective debt recovery starts way before you even file a court action. You must have an effective evidence-management system in your business. You must document your communication with the customer or client effectively. Then when the customer or client fails to pay you, you must engage lawyers who can write effective letters of demand for you. If letters of demand do not work, you must file an effective and efficient court action that can get you a Judgment relatively fast. If the debtor still refuses to pay you after you get a Judgment, you must have an effective enforcement action to compel the debtor to pay. **In this session, you will learn these methods, to make your debt recovery more effective.**

Biodata

- Mr. Ken St. James has a broad commercial practice that encompasses Corporate, Commercial and Intellectual Property Litigation and Arbitration. His other areas of practice include: banking, company law, construction, defamation, employment law, insurance law, leasing, real property (land law) and tenancy law.
- Ken graduated from the University of New South Wales in Sydney, with the Bachelor of Commerce (Finance) and Bachelor of Laws degrees. He was admitted as a Barrister of the Supreme Court of New South Wales in 1991. He was called to the Bar in Malaysia and started practicing in 1992.
- Ken is a member of and active in several international professional associations such as the Licensing Executives Society International (LES International), the Licensing Executives Society Malaysia (LESM) and the Malaysian Intellectual Property Association (MIPA).

—End of Seminar—

Coming Up: July and September 2017

- **Tenancy**
- **Intellectual Property in Digital Business**
- **New Companies Act**
- **Basic Employment Law**

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Registration Form

- **HRDF-SBL Claimable**
- **Malaysian Bar Council: 3 CPD Points**
(CPD Code: T2/25042017/ACCCIM/KL172270/3)

Member of ACCCIM Constituent Chambers and Associate Members (RM50)	Non-Member (RM100)
Name of Constituent Chamber / Associate Member	
Membership Number	

(A) Participant

No	Name	Designation
1.		
2.		

Company			
Address			
Tel (O)		Mobile	

(B) Mode of Payment

<input type="checkbox"/>	Cheque Payable To	The Associated Chinese Chambers of Commerce and Industry of Malaysia		
	Cheque No		Bank	
<input type="checkbox"/>	Bank Transfer Please email or fax the Bank In / Transaction Slip provided with name of participant and company to ACCCIM secretariat.			
	Account Name	The Associated Chinese Chambers of Commerce and Industry of Malaysia		
	Registration No	657 Selangor		
	Bank	Hong Leong Bank Berhad		
	Account No	065-000-31920		
	Bank Address	No.147, Jalan Imbi, 55100 Kuala Lumpur.		

<input type="checkbox"/>	I/We hereby certify that information contained herein is accurate and valid. I/We understand that ACCCIM will act based on the information contained herein and will not make any changes upon the confirmation of registration.		
<input type="checkbox"/>	I hereby acknowledge and agree that my personal data is given to ACCCIM for the purpose stated in Privacy Policy, other purposes necessary so long as the intended purpose is in line with the objectives of ACCCIM to help ACCCIM in future dealings with me. For these purposes, by way of a contract with ACCCIM, I hereby authorize ACCCIM to retain and use my personal data and to further transmit it to its office, Constituent Chambers, authorized agents, government agencies, or all other persons or bodies who provide them with services necessary, incidental and/or associated in furtherance for the objectives of ACCCIM.		
	Name		Signature
	Designation		Date
	Please email or fax the duly completed registration form to ACCCIM Secretariat by 20th April 2017 . For enquiries, kindly contact Ms. Lim Li Sang or Ms. Ivy Chooi or Mr. Kelvin Teng.		

马来西亚中华总商会 (中总)

The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)

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