

## 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.

### **Tentative 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**  
**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).

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**End of Seminar**