

# Seminar on Anti-Piracy and Authorized Version Distribution in Philippines, Singapore and Thailand

*How did the animated film "Belle" become a worldwide hit?  
How does taking anti-piracy measures ultimately lead to more business?*

**Starting from the basics,  
three days of in-depth learning  
about copyright issues!**

*moderated by Rui Ishido/Mr.*



**Day 1**

**Dec 9 (Fri)** <Thailand> 13:00~16:00 / <Philippines and Singapore> 14:00~17:00 / <Japan> 15:00~18:00

*Overview of the present situation and  
anti-piracy issues.*

## Dialogue with experts.

- Part 1: Opening remarks by Agency for Cultural Affairs, Government of Japan.
- Part 2: Country report: Anti-Piracy Systems and Initiatives.
- Part 3: Copyright protection and infringement laws.
- Part 4: Panel discussion



**Rui Ishido/Mr.**  
(Moderator)  
TMI Associates Tokyo Office



**Umasiri Taron/Ms.**  
Consultant, Motion Picture  
Association (MPA)



**Nelson P. Laluces/Mr.**  
Deputy Director General  
Intellectual Property Office of the  
Philippines (IPOPHL)

<Lawyer> **Yvonne Tang/Ms.** (Drew & Napier)  
**Pongsacha Chayapong/Mr.** (TMI Associates)  
**Mary Rose E. Dizon/Ms.** (BCCSLAW)

**Day 2**

**Dec 13 (Tue)** <Thailand> 13:00~16:00 / <Philippines and Singapore> 14:00~17:00 / <Japan> 15:00~18:00

*Case studies.*

**Learning from actual copyright infringement  
lawsuits and successful IP business cases.**

- Part 1: Country report: The forefront of piracy cases.
- Part 2: Additional country report: Boost your business without risk by selling authorized versions.
- Part 3: Q&A



**Atsuo  
Nakayama/Mr.**  
President of Re Entertainment



**Nirada  
Sirikachaporn/Ms.**  
Dream Express [DEX] Co., Ltd.



**Chawie  
Songsong-Ward/Ms.**  
Head, Client Solutions at  
ABS-CBN corporation

<Lawyer> **Ruby Tham/Ms.** (Drew & Napier)  
**Suebsiri Taweeporn/Mr.** (Tilleke & Gibbins)  
**Thaddeus Darius V. Taliño/Mr.** (BCCSLAW)

**Day 3**

**Dec 20 (Tue)** <Thailand> 13:00~16:00 / <Philippines and Singapore> 14:00~17:00 / <Japan> 15:00~18:00

*Proposals for the future.*

**How to protect and aggressively promote the original IP,  
based on the worldwide success of the animated film "Belle."**



**Michiyo Hayashi/Ms.**  
BRAND PROMISE LLC.  
President/Producer



**Takayuki Chiyo/Mr.**  
CHIZU Music Supervision  
President / Music Supervisor



**Kanji Kazahaya/Mr.**  
Culture Connect Co., Ltd.  
President & CEO