

2018 年亞太地區會議台北場：科技、媒體與電信產業研討會

Asia Pacific Meeting 2018: Technology, Media and Telecommunication Client Seminar

Date 日期: 2018 年 3 月 7 日(星期三) | Time 時間: 14:45-18:00

Location 地點: Taipei Marriott Hotel, 台北萬豪酒店

於數位時代保護競爭優勢

Protecting Competitive Advantage in the Digital Age

Time	Topic	Presenter
2:45 pm - 3:30 pm	Registration and Coffee/Tea 報到、享用咖啡茶飲	
3:30 pm - 3:35 pm	Welcome 致開場及歡迎辭	Grace Shao Partner, Baker McKenzie 國際通商法律事務所 邵瓊慧資深合夥律師
3:35 pm- 3:55 pm	Keynote speech: 專題演講 Innovate: New tech - its power and implications. 創新：新科技-其力量與影響 Tech innovation continues to disrupt markets all over the world. It is also the foundation and core competency for many companies and is a source of strategic business opportunities for others. In this session, our external industry speaker, Dr. Lee Feng Chien from Google Taiwan, will provide an overview of the latest innovations in the area of AI, and how innovation is transforming the technology, media and telecommunications space. 科技創新不斷介入全世界的市場，它不但是許多公司的基礎及核心能力，亦是公司策略性商業機會的來源。在此場次中，業界專家 Google 台灣董事總經理簡立峰博士將提供在人工智慧領域中最新發展的介紹，以及其創新發展正如何改變科技、媒體和電信領域。	Keynote speaker: 專題演講主講人: Dr. Lee-Feng Chien General Manager, Google Taiwan 簡立峰博士 Google 台灣分公司 董事總經理

3:55 pm- 4:15 pm	<p>Legal Challenges faced by the development of new tech 新科技發展帶來之法規挑戰</p> <p>Our legal practitioners will discuss the legal and regulatory minefields that must be navigated when exploring and exploiting new technologies, including issues of law, regulations and liability, ethics, cybersecurity and IP protection.</p>	<p>Speakers: 講者：</p> <p>Adrian Lawrence, Partner. Baker McKenzie, Sydney</p> <p>Jo-Fan Yu, Partner 國際通商法律事務所 余若凡合夥律師</p>
4:15 pm – 5:30 pm	<p>Rising importance of safeguarding trade secrets and data in today's digitalized world. 數位化世界中營業秘密與資訊保護之重要性</p> <p>Driven by the furious pace of technological advancement, companies across industries are engaged in an unprecedented race to innovate. To win business, companies must not only be smarter, quicker and more agile in their approach to innovation, but also transform how they protect the very innovations that define them.</p> <ul style="list-style-type: none"> • The rising importance and recommendations of best practice to safeguard trade secrets in the digital era <ul style="list-style-type: none"> ➢ 82% of respondents to our Board Ultimatum Survey said their trade secrets are an important, if not essential, part of their companies' brand value and corporate strategy • Collecting and processing data in a defensible way • Remedies available in case of a data breach or theft of corporate data/trade secrets; • Balancing regulatory compliance requirements of cybersecurity laws with the need for data privacy and trade secret protection 	<p>Moderator: 主持人：</p> <p>Adrian Lawrence, Partner Baker McKenzie, Sydney</p> <p>Panelists: 講者：</p> <p>Grace Shao, Partner Baker McKenzie, Taipei</p> <p>Howard Wu, Partner, Baker McKenzie, Shanghai</p> <p>Kherk Ying Chew, Partner Baker McKenzie, Malaysia</p> <p>Paolo Sbuttoni, Partner Baker McKenzie, Hong Kong</p>
5:30 pm – 6:00 pm	<p>Open session 自由雙向交流</p> <p>Attendees are welcome to speak with Baker McKenzie partners from various countries on topics raised during the session or any other questions they would like to address 歡迎與會客戶與 Baker McKenzie 各國律師提問及交流</p>	Facilitated by Baker McKenzie partners
6:00 pm – 7:00 pm	Cocktail 雞尾酒會	