

# Baker McKenzie.

ASIA PACIFIC

## TECHNOLOGY CONFERENCE

14 JUNE 2018 | SYDNEY





## About the Event

ASIA PACIFIC  
**TECHNOLOGY  
CONFERENCE**  
14 June 2018 | Sydney

### Welcome to the 2018 Asia Pacific Technology Conference

The latest report from Baker McKenzie's Simplifying Business series finds that 84 percent of corporate executives expect to see major technological disruption in their industries within the next two years.

Technology is at a pivotal evolution globally. New technology innovation means businesses need to adapt to the developments to understand market trends and stay ahead of the competition. These trends continue to disrupt markets and pose risks, but can also create significant opportunities for businesses.

The interactive conference will feature discussions on three actionable approaches companies can take to stay ahead – **Innovate, Protect** and **Grow**.

A panel of external industry experts and Baker McKenzie partners from across the region will share insights around emerging legal, regulatory and practical challenges that may be faced on the road ahead, before we explore specific topics in more detail through our presentations.



# Agenda

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Time	Item
8:30 AM - 9:00 AM	Arrival and registration
9:00 AM - 9:05 AM	Welcome address
9:05 AM - 9:35 AM	Keynote: Key challenges and opportunities facing technology businesses in Asia Pacific
9:35 AM - 10:35 AM	Innovative technology and the impact on business
10:35 AM - 11:00 AM	Networking break
11:00 AM - 12:00 PM	'Protect' business trend: Leveraging and protecting value in innovation and data
12:00 PM - 1:00 PM	'Grow' business trend: Opportunities for growth
1:00 PM - 2:30 PM	Networking lunch



## Plenary Sessions

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### **Keynote: Key challenges and opportunities facing technology businesses in Asia Pacific**

It is commonly understood that the desire and drive for innovation that contributes to the tremendous pace of tech advancements is expected of everyone who works in a tech company. When change is constant, the challenge at times is about keeping up with the new ideas, platforms and technologies that are created at warp speed.

In this session, we will be joined by in-house counsel of some of the world's leading tech companies as they share the issues and challenges they face internally in view of the incredibly fast-paced environment, and their take on the legal and regulatory road ahead.

**Moderator:**

**Speakers:**

### **Innovative technology and the impact on business**

Tech innovation continues to disrupt markets all over the world. It is also the foundation and core competency for many companies, as well as a source of strategic business opportunities for others.

In this session, our external industry speakers will provide an overview of the latest innovation in the area of artificial intelligence (AI), augmented reality (AR), and blockchain and facial recognition, and reveal how their companies leverage on these technologies in their latest products and services.

Our legal practitioners will also discuss the legal and regulatory minefield that must be navigated when exploring and exploiting new technologies, including issues of law, regulations and liability, ethics, cybersecurity and IP protection.

**Moderator:**

**Speakers:**



## Plenary Sessions

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### 'Protect' business trend: Leveraging and protecting value in innovation and data

Driven by the furious pace of tech 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 able to transform how they protect the very innovation that defines them.

In this breakout session, our panel of speakers will consider:

- The rising importance and recommendations of best practice to safeguard trade secrets in the digital era
- Methods for managing risk exposure from a legal and regulatory perspective
- Remedies available where there is data breach or theft of corporate data/trade secrets
- Compliance with cybersecurity and data privacy laws, and challenges in cross-border operations

**Moderator:**

**Speakers:**

### 'Grow' business trend: Opportunities for growth

Keeping up with innovation can be a challenge for even the most tech-savvy corporations. This relentless pursuit of innovation among tech and non-tech companies drives today's tech deal-making agenda. However, the acquisition of innovative tech assets come with a set of complex challenges and considerations that need to be addressed in order to maximize its impact.

Our speakers from around the region will discuss key issues, challenges and the changing nature of deal-making involving technology, including:

- Foreign participation restrictions in tech industries across key Asian markets
- Typical investment structures
- Common trip-ups as they relate to the use of IP
- Common commercial terms for tech deals
- Retaining talent
- Transitional issues

**Moderator:**

**Speakers:**



# Registration

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**Date:**

Thursday, 14 June 2018

**Time:**

8:30 AM - 1:00 PM

**Location:**

Baker McKenzie  
Tower One - International Towers Sydney  
Level 46, 100 Barangaroo Avenue  
Sydney NSW 2000 Australia

**Registration and logistics, contact:**

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