



AIPPI 2012 Seoul
43rd World Intellectual Property Congress
20 - 23 October 2012



Preliminary Programme



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Congress Venue

Coex Convention & Exhibition Center
World Trade Center
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Republic of Korea

Event Website

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Welcome Message

Dear AIPPI members, delegates and guests,

The Members of the Korean Group of AIPPI are honored to welcome you to the 43rd World Intellectual Property Congress of AIPPI which will take place in Seoul from October 20th to the 23th of this year.

AIPPI, the world's oldest global intellectual property association that dates back to 1897, has played a critical role in the development of both international and national intellectual property policies and laws. AIPPI's role in advocating and facilitating the harmonization of intellectual property laws is expected to become more important than ever before with the development of today's knowledge-based economies.



The Korean Group of AIPPI is very pleased to serve as host for the 43rd Congress. The Congress will provide a forum for lively discussions on world-wide issues in the field of IP, including the most recent developments relating to patent law harmonization, international trademark issues and copyrights, as well as the enforcement of IP rights. Attendees will also have an opportunity to learn of current and future legislative and judicial initiatives in major jurisdictions throughout the world.

Of course, attendance will provide you with a great opportunity to meet with friends, clients and associates from all over the world and to establish new contacts. We expect more than 2,000 participants to attend this year's Congress in Seoul.

Seoul has been the capital city of Korea since the end of the 14th century and is located in the heart of North-East Asia. North-East Asia is one of the fastest growing economies and the source of the majority of global patent applications. North-East Asian companies are a party to major IP litigation cases on all continents. North-East Asia is the heart of IP. In addition to this, you can experience the rich and diverse history of Korea, as well as the technological renaissance that the country has experienced in recent decades.

We look forward to seeing you in Seoul!

Seong-Ki Kim

Chairperson, Organizing Committee for AIPPI 2012 Seoul



A word on AIPPI

The International Association for the Protection of Intellectual Property, generally known under the acronym "AIPPI", is the world's leading international organisation dedicated to the development and improvement of intellectual property.

It is a politically neutral, non-profit organisation, headquartered in Switzerland, which currently has almost 9000 members, representing more than 100 countries.

The objective of AIPPI is to improve and promote the protection of intellectual property on both an international and national basis. It pursues this objective by working for the development, expansion and improvement of international and regional treaties and agreements, and also national laws relating to intellectual property.

AIPPI operates by conducting studies of existing national laws and policies, and proposes measures to promote best practices and achieve international harmonisation of law, policy and practice. In this context, AIPPI has become increasingly involved with defining well balanced systems for protecting and enforcing intellectual property rights.

Organization and Membership

AIPPI Membership:

- **63 National Groups** • **1 Regional Group** • **190 Independent Members**

AIPPI's members are people actively interested in intellectual property protection at a national or international level. They include lawyers, patent and trademark agents or attorneys and representatives from industrial corporations, as well as judges, academics, scientists and engineers.

AIPPI is organized into 64 National and one Regional Group and membership is obtained by joining one of these Groups. In countries where no Group exists, membership is obtained as an Independent Member of AIPPI.

The primary bodies through which AIPPI works are:

- the **General Assembly**, in which all members have a right to participate and which is responsible for adopting and modifying AIPPI's rules;
- the **Executive Committee**, the principal decision-making body of AIPPI, which is made up of delegates from all of the Groups – around 300 in number;
- the **Council of Presidents**, made up of the Presidents of the Groups plus a representative of the Independent Members as well as Presidents and Members of Honour; and
- the **Bureau** which directs the activities of AIPPI; it has eight members including the President of AIPPI who chairs the Bureau; the Vice-President; the Secretary General and a Deputy with three Assistants, who are responsible for administration and representation. The Reporter General and two Deputies are also members who, with three Assistants, organize the scientific work of AIPPI; and a Treasurer General, in charge of financial resources.

AIPPI also includes **Statutory Committees**: the Programme Committee, which recommends IP subjects for study; the Finance Advisory Committee, which acts as an internal auditor; the Nominating Committee, which proposes candidates for AIPPI's various elective positions; the Membership Committee, which proposes strategies to attract new members and to improve the services AIPPI can offer to best meet the needs of its members; the Communications Committee, which is responsible for AIPPI's website, archives, and external communications such as e-News.

The Working Methods of AIPPI

The Programme Committee of AIPPI identifies important IP issues for study which are then put into the form of numbered Questions.

Working Committees are formed to study each Question. The Reporter General Team (RGT) drafts Working Guidelines for each Question: these are then circulated to all Groups of AIPPI and Independent members, all of whom are invited to provide their comments. The Groups respond with Group Reports, which set out the current legal position on the Question in their jurisdiction and provide their recommendations and comments, if any, for harmonization of the law. Group Reports are synthesized by the Reporter General Team into a Summary Report.

The Summary Report and Group Reports form the basis for Working Committees to prepare draft Resolutions, which are then discussed at Congresses and Executive Committee Meetings. When a consensus is achieved, final Reports and Resolutions are prepared for debate and adoption by the ExCo.

AIPPI Meetings

- **AIPPI Congresses and Forum/ExCo Meetings take place in alternate years.**

Congresses, open to all members, are held every two years. Normally, about 2000 members attend with around 1000 accompanying persons. Forthcoming venues include Seoul, Toronto, Milan and Cancun. At Congresses, pending Questions concerning international IP law are discussed and consensus positions reached on each Question. Also, at each Congress, Workshops are held on different IP topics; these offer valuable educational programmes.

Forum/ExCo meetings also are held every two years, but in the years when there is no Congress. The AIPPI Forum takes place immediately before the meeting of the Executive Committee (ExCo). The AIPPI Forum is open to all members of AIPPI and also to non-members. Educational programmes of current interest are provided during the Forum. At ExCo Meetings, administrative matters are discussed and active Questions are put into the form of Resolutions to be voted on and passed. New Questions for future debate are introduced.

The Executive Committee convenes at each Congress and Forum/ExCo Meeting. Similarly, the Council of Presidents convenes at these meetings. This provides continuity for decision taking.

Both Congress and Forum/ExCo Meetings provide excellent networking opportunities.



	Thursday 18 October	Friday 19 October	Saturday 20 October					
07.30 – 08.00		Breakfasts SGT, RGT	Breakfast RGT, PC					
08.00 – 08.30								
08.30 – 09.00	Bureau meeting	Bureau meeting	Working Committee Briefing					
09.00 – 09.30			Working Committee meeting Q229	Working Committee meeting Q230	Working Committee meeting Q231	Working Committee meeting Q232		
09.30 – 10.00								
10.00 – 10.30					Coffee break			
10.30 – 11.00					Working Committee meeting Q229 (continued)	Working Committee meeting Q230 (continued)	Working Committee meeting Q231 (continued)	Working Committee meeting Q232 (continued)
11.00 – 11.30								
11.30 – 12.00								
12.00 – 12.30								
12.30 – 13.00	Lunch	Lunch	Working Lunch				Bureau Lunch with Secretaries & Treasurers	
13.00 – 13.30								
13.30 – 14.00								
14.00 – 14.30	Bureau meeting	Council of Presidents' meeting	Working Committee meeting Q229 (continued)	Working Committee meeting Q230 (continued)	Working Committee meeting Q231 (continued)	Working Committee meeting Q232 (continued)	Secretaries & Treasurers meeting	
14.30 – 15.00								
15.00 – 15.30								
15.30 – 16.00			Coffee break	Coffee break				
16.00 – 16.30			Council of Presidents' meeting	Introduction Working Questions 2013				
16.30 – 17.00								
17.00 – 17.30				First time attendees				
17.30 – 18.00								
18.00 – 18.30								
18.30 – 19.00								
19.00 – 19.30			Opening Ceremony					
19.30 – 20.00	Bureau Dinner with Guests	Council of Presidents' dinner						
20.00 – 20.30								
20.30 – 21.00			Welcoming Reception					
21.00 – 21.30								
21.30 – 22.00								
22.00 – 22.30								
22.30 –								

We kindly remind you that private receptions are only allowed on Monday 22 October 2012

Sunday 21 October			Monday 22 October			Tuesday 23 October		
Breakfast								07.30 – 08.00
RGT, PC, SCs								08.00 – 08.30
								08.30 – 09.00
ExCo I	Mock patent trial		Plenary Session II	Pharma Workshop 1	Workshop III	Plenary Session IV	Workshop VII	09.00 – 09.30
								09.30 – 10.00
								10.00 – 10.30
Coffee break			Coffee break			Coffee break		10.30 – 11.00
ExCo I (continued)	Mock patent trial (continued)		Plenary Session II (continued)	Pharma Workshop 2	Workshop IV	Plenary Session IV (continued)		11.00 – 11.30
							11.30 – 12.00	
						General Assembly		12.00 – 12.30
Working Lunch		Lunch Bureau with Guests	Working Lunch				12.30 – 13.00	
						Working Lunch		13.00 – 13.30
							13.30 – 14.00	
Plenary Session I	Workshop I	Perspectives on the future of the patent system	Plenary Session III	Pharma Workshop 3	Workshop V	ExCo II		14.00 – 14.30
								14.30 – 15.00
								15.00 – 15.30
Coffee break			Coffee break			Coffee break		15.30 – 16.00
Plenary Session I (continued)	Workshop II	NGO Coordination meeting	Plenary Session III (continued)	Pharma Workshop 4	Workshop VI	ExCo II (continued)		16.00 – 16.30
								16.30 – 17.00
								17.00 – 17.30
Women in IP								17.30 – 18.00
								18.00 – 18.30
								18.30 – 19.00
Cultural evening								19.00 – 19.30
								19.30 – 20.00
					Gala Dinner			20.00 – 20.30
								20.30 – 21.00
								21.00 – 21.30
								21.30 – 22.00
								22.00 – 22.30
					22.30 –			

We kindly remind you that private receptions are only allowed on Monday 22 October 2012

Thursday		18 October 2012
08.30 – 17.30	Bureau meeting	
12.30 – 14.00	Lunch	
19.30 – 22.30	Bureau Dinner with Guests	
Friday		19 October 2012
07.30 – 08.30	Breakfast Secretary General Team, Reporter General Team	
08.30 – 12.30	Bureau meeting	
12.30 – 14.00	Lunch	
14.00 – 17.30	Council of Presidents' meeting	
15.30 – 16.00	Coffee break	
19.30 – 22.30	Council of Presidents' dinner	
Saturday		20 October 2012
07.30 – 08.30	Breakfast Reporter General Team, Programme Committee	
08.30 – 09.00	Working Committee Briefing	
09.00 – 15.30	Working Committee meeting Q229 The use of prosecution history in post-grant patent proceedings	
09.00 – 15.30	Working Committee meeting Q230 Infringement of trademarks by goods in transit	
09.00 – 15.30	Working Committee meeting Q231 The interplay between design and copyright protection for industrial products	
09.00 – 15.30	Working Committee meeting Q232 The relevance of traditional knowledge to intellectual property law	
10.30 – 11.00	Coffee break	
12.30 – 14.00	Working Lunch	
12.30 – 14.00	Bureau Lunch with Secretaries & Treasurers	
12.30 – 14.00	Secretaries & Treasurers meeting	
15.30 – 16.00	Coffee break	
16.00 – 17.00	Introduction Working Questions 2013	
17.00 – 18.00	First time attendees	
19.00 – 20.00	Opening Ceremony	
20.00 – 22.00	Welcoming Reception	

Sunday		21 October 2012
07.30 – 08.30	Breakfast Reporter General Team with Programme Committee and Special Committees	
09.00 – 12.30	ExCo Session I	
09.00 – 12.30	Workshop: Mock patent trial <small>Examining the litigation of an IT case</small>	
10.30 – 11.00	Coffee break	
12.30 – 14.00	Working Lunch	
12.30 – 14.00	Lunch Bureau with Guests	
14.00 – 17.30	Plenary Session I	
14.00 – 15.30	Workshop I <small>IP infringement and international forum shopping</small>	
14.00 – 15.30	Perspectives on the future of the patent system	
15.30 – 16.00	Coffee break	
16.00 – 17.30	Workshop II <small>Anti-Counterfeiting: does ACTA go to far?</small>	
16.00 – 17.30	NGO Coordination meeting	
17.30 – 18.30	Women in IP	
19.00 – 22.00	Cultural evening	
Monday		22 October 2012
09.00 – 12.30	Plenary Session II	
09.00 – 10.30	Pharma Workshop 1 <small>Settlement of pharma disputes and competition law</small>	
09.00 – 10.30	Workshop III <small>Standards essential patents, FRAND terms and injunctive relief</small>	
10.30 – 11.00	Coffee break	
11.00 – 12.30	Pharma Workshop 2 <small>Developments in SPCs and patent term extensions</small>	
11.00 – 12.30	Workshop IV <small>Cloud computing and its impact on IP</small>	
12.30 – 14.00	Working Lunch	
14.00 – 17.30	Plenary Session III	
14.00 – 15.30	Pharma Workshop 3 <small>Patenting of stem cells</small>	
14.00 – 15.30	Workshop V <small>Trademark implications of keywords and metatags</small>	
15.30 – 16.00	Coffee break	
16.00 – 17.30	Pharma Workshop 4 <small>Human genetic testing patents: eligibility and enforcement</small>	
16.00 – 17.30	Workshop VI <small>Plain packaging – a slippery slope?</small>	
Tuesday		23 October 2012
09.00 – 12.00	Plenary Session IV	
09.00 – 10.30	Workshop VII <small>The IP implications of university and industry collaborations</small>	
10.30 – 11.00	Coffee break	
12.00 – 13.00	General Assembly	
13.00 – 14.00	Working Lunch	
14.00 – 17.30	ExCo Session II	
15.30 – 16.00	Coffee break	
20.00 – 24.00	Gala Dinner	



229

The use of prosecution history in post-grant patent proceedings

In this question, AIPPI will examine whether the doctrine of “file wrapper estoppel”, well known in the US (under which statements made by or on behalf of the patentee during the course of prosecution may be taken as binding on issues of interpretation), should exist more generally.

Question Q229 will include an analysis of whether the use of the file history in post-grant patent proceedings is (or should be) a matter of each National and Regional group’s (NRG) local law, and whether it should be governed by International Protocols or Conventions. The question will also include an examination of the practical differences between merely referring to the specification as originally filed as an aid to interpretation, in contrast to, for example, also relying upon statements made by applicants in correspondence with the examiner. The work will inquire as to whether there is a significant difference between using the prosecution history to broaden a claim and using that history to narrow the claim and, finally, whether there is a difference between merely solving a puzzle in the specification (though not the claim) by reference to the specification as filed and using the specification as filed as an aid to interpretation of the claim itself.

To maximize the results from the discussions, each NRG will be asked to advise as to whether there is an absolute prohibition on the use of the prosecution file under their applicable law. If not, are there reasons to encourage or discourage such a reference under local law and practice.

In the words of the Supreme Court of Canada in *Free World Trust v Electro Santé* [2001] FSR 45:

“...To allow such extrinsic evidence for the purpose of defining the monopoly would undermine the public notice function of the claims, and increase uncertainty as well as fuelling the already overheated engines of patent litigation....”

AIPPI’s work on this question will hopefully establish whether we agree or disagree. Is AIPPI in favour of opening the Pandora’s Box of file wrapper estoppel or not?



230

Infringement of trademarks by goods in transit

During the ExCo in Buenos Aires in 2009, question Q208 on Border Measures and other Measures of Customs Intervention against infringers was intensely debated. One issue of particular interest was how to treat goods in transit that fall within the scope of valid trademark protection in the country of transit. As one example, the UK group reported in Q208 that goods in transit through the UK are generally excluded from border measures, unless there is clear evidence of a likely diversion into the market in the EU.

Therefore, question Q230 will study the question of infringement of trademarks by goods in transit. The term “goods in transit” generally means goods that are intended to be transported to another destination and are not intended to legally enter into the country of transit, other than temporarily stored or transported within that country. As indicated by the title, this question will only consider the infringement of trademarks and no other kinds of IPR. Issues to be addressed are, for example, under what circumstances are goods considered to be “in transit,” what measures are available to the trademark holder to prevent storage and transportation of infringing goods in the country of transit, e.g. border measures and “ordinary infringement remedies,” and, are there any other unique issues with respect to counterfeited goods in transit.

Q 231

The interplay between design and copyright protection for industrial products

At the 26th Congress in Tokyo, 1966, a resolution was reached on Q34, "Studies on the unification of the law on industrial designs and models". The resolution noted, "Industrial designs must be protected by a system of their own which can co-exist with the copyright protection system in accordance with domestic laws" and set forth basic conditions for such protection. Forty-five years hence, the form and degree of protection afforded to designs of industrial products may vary widely among different jurisdictions. Q231 will examine the nature of this protection under both design and copyright law, with emphasis on the interplay between these two forms of protection. The extent to which both design and copyright protection are available, and the degree of any overlap between these forms of protection, will be an informative issue to consider under the national laws.

The term "industrial" as used in the title of this question is intended in a broad sense. While examining this question as to all types of "products" would be overly broad, inclusion of the term "industrial" is not intended to narrow the question and limit it only to products for industrial use. Rather, the term "industrial products" is intended to include all products for which protection is available based on appearance, shape, or ornamentation, including even handicraft products.

Q 232

The relevance of traditional knowledge to intellectual property law

Traditional knowledge (TK) is not limited to established cultural practices, but also encompasses new knowledge that is created and evolves from the changing social environments of traditional communities. While TK holders have been challenged by a lack of respect and appreciation for the contributions made by TK, there is a growing awareness of the value of TK and its role in commercial applications across many sectors, including food, medical, agricultural, pharmaceutical and industrial. Given this enhanced recognition, a key challenge relates to finding an appropriate vehicle for protection of TK, and an appropriate approach to the fair and equitable sharing of benefits arising from utilisation of TK. Addressing these challenges involves many areas of law and policy, extending well beyond IP systems; however, this question will focus on IP law.

AIPPI Special Committee Q166 (Intellectual Property & Genetic Resources, Traditional Knowledge and Folklore) is a long standing and active special committee of AIPPI, which follows developments in this area. In this question, AIPPI wishes to examine in more detail the positive protection (giving TK holders remedies against misuse of TK) and defensive protection (safeguarding against illegitimate IP rights over TK subject matter) implemented or contemplated by the National Groups. This will include examination of the use of existing IP laws relating to (for example) patents, trade marks, geographical indications, industrial designs, trade secrets and unfair competition; adaption of such laws through sui generis measures for TK protection; and, identifying where TK has been protected through wholly sui generis rights. This question will also examine how TK can be protected defensively, the main focus of which to date has been in the patent system, and the role of TK as prior art.

The names of Moderators and Speakers will be published on www.aippi.net.

Pharma 1

Settlement of pharma disputes and competition law

Pharmaceutical patents are frequently challenged, resulting in a substantial amount of costly litigation between the innovator company and generic companies, particularly in the US and Europe. Recently, attempts to settle such lawsuits have been challenged by the US Federal Trade Commission and the European Commission as being anti-competitive. In the USA, for instance, the law grants a 180-day market exclusivity to the first company to file an application for market approval of a generic product, if that generic company challenges the patent (or asserts that there is no infringement). Settlements that have taken place in the recent past as a result of the ensuing litigation involved payments from the patentee to the generic company in exchange for a delay in the launch of the generic (e.g. until the expiry of the patent). This strategy prevents other generics from being launched until after the expiry of the patent. Similar challenges have arisen in Korea and Turkey. Speakers will examine the proper role of settlements in pharmaceutical litigation from a global perspective, keeping in mind the integral connection (or lack thereof) between patent law and drug regulatory law in their respective jurisdictions.

Pharma 2

Developments in SPCs and patent term extensions

Since the AIPPI Paris Congress in 2010 the law surrounding Supplementary Protection Certificates (SPCs) and patent term extensions has evolved substantially. For instance, in Europe recent cases, such as Medeva, Georgetown University, Yeda and Merck Sharp & Dohme Corp., have addressed critical issues of SPC application requirements. Similarly important developments have occurred in the United States, Japan and Korea. This workshop will provide an in-depth analysis of the recent developments and examine topical issues, such as SPCs for combination drug products, paediatric extensions and the importance of the basic patent and the scope of SPCs. This workshop will equally help develop an understanding of the unique role of patent term extensions and SPCs in patent life cycle management.

Pharma 3

Patenting of stem cells

The Bruestle/Greenpeace decision of the Court of Justice of the European Union gave a definition of human embryos and barred patenting thereof. This decision varies from the law in the US and Japan. Further, its impact may well depend on how the national European offices interpret the provision and the decision itself. Speakers from Europe, the US, and Japan will discuss the impact on innovation in this area.

Pharma 4

Human genetic testing patents: eligibility and enforcement

A challenge to patents held by Myriad covering genes for breast cancer and diagnostic methods using such genes led to a decision by a US federal district court judge that genes were not patentable. The Court of Appeals for the Federal Circuit has reversed that decision, ruling that Myriad Genetics could indeed patent two genes that help forecast a woman's risk of breast and ovarian cancer. However, the court had no occasion to consider whether the sequencing of a whole genome infringes the patents of individual genes contained within. Issues in this case may ultimately reach the US Supreme Court. This workshop will consider the question of gene patenting (subject-matter eligibility) and issues and concerns relating to enforcement of such patents, from a global perspective.

Mock patent trial

Examining the litigation of an IT case

The AIPPI Boston Congress in 2008 successfully featured a mock patent trial. At the AIPPI Paris Congress in 2010 an international panel of judges discussed selected patent law issues. This year's Congress in Seoul will again feature a mock patent trial with judges and lawyers from leading jurisdictions conducting the trial of an IT case.

Workshop I

IP infringement and international forum shopping

Choice of forum is a critical element of global IP enforcement strategy. While substantive IP law may be similar among most popular jurisdictions, significant practical differences exist during enforcement that can significantly affect the viability of a given action. These differences include, for example, time to trial, availability of discovery, availability of actual and punitive damages, the court's IP and technical expertise, bench trial versus trial by jury, approach to claim construction, consideration of equivalents, and many more. Where is it best to bring a patent action if there is a clear, objective case of literal infringement? Where is it best to bring an action if significant discovery is necessary? What effect does prosecution history have on choice of forum? This workshop will examine these and other considerations in the context of international forum shopping. Forum shopping within the EPC states will be discussed and contrasted with forum shopping among the Americas, Europe, and Asia. Strategies will be developed and discussed for optimization of global IP enforcement strategy.

Workshop II

Anti-Counterfeiting: does ACTA go to far?

The Anti-Counterfeiting Trade Act (ACTA) has now been signed by a number of countries amid a large amount of controversy. The agreement aims to achieve an international standard for the enforcement of intellectual property rights. ACTA's opponents have accused it of being too far-reaching in its ambition of combating trade with pirated goods, while its supporters argue that it provides the tools that are essential for businesses operating globally and for facing the challenge of organized, large-scale counterfeiting. This workshop will highlight some of the most topical questions, such as the adopted provisions for border measures, what kind of protection is available to rights holders, what kind of evidence can be collected and preserved, and what happens to seized goods. Do the adopted measures create new trade barriers? Are they necessary for ensuring consumer and product safety? The workshop will also discuss the question of whether the measures go too far in their attempt to protect rights holders and whether they are necessary and reasonable in fighting global counterfeiting.

Workshop III

Standards essential patents, FRAND terms and injunctive relief

Antitrust treatment of conduct in the context of standard-setting is an important and controversial topic at the intersection of intellectual property and antitrust law. While the pro-competitive effects of standardization are usually recognized, standard-setting can also give rise to restrictive effects on competition. An issue of particular attention in this context is when patent protected technologies get standardized and where the patents that are needed for the implementation of the standard are used to either completely prevent certain implementers from obtaining access to the standard, or if the access to the standard is only granted on unreasonable or discriminatory terms. Indeed, absent some external constraint, such as a meaningful FRAND licensing obligation, patentees would be able to enjoin the use of their patents to implement the standard with impunity and could seek unreasonable licensing terms due to the costs that the implementer may have expended to develop and market a complex technology product or service. This workshop will look at the significant case law developments that have arisen from patent infringement actions and injunctive relief sought in courts across Europe and beyond, and at recent activities of various antitrust agencies.

Workshop IV

Cloud computing and its impact on IP

Cloud computing presents new challenges to technology and communication. Cloud computing is not governed by any specific legislation, although several countries and entities are proposing bills on the matter. The legal definition of cloud computing itself is still under development. New business models and methods are facilitating the management of IP related contracts; for instance, e-contracts have become common practice in the area of franchise agreements. New software applications and cloud computing services, such as hosting software on mobile terminals, have created moving scenarios for software licenses. Although the most common form of cloud services contracts is a licensing agreement with privacy clauses, concerns still prevail in such contracts regarding the security of data stored "in the cloud", that may include trade secrets. Storage and movement of data and content in the cloud "information superhighway" create legal issues such as jurisdiction regarding transborder data flow and the liability of cloud providers. In a context of uncertainties regarding legislation and online security, this workshop will investigate how IP is impacted by cloud computing. This workshop will also look at IP related clauses in cloud services contracts and consider patent issues in this area, such as inventorship "in the cloud", as well as copyright questions raised by the creation, copy, storage, use, compilation and processing of content, such as authorship and ownership. The workshop will provide IP owners and practitioners with a general outline into the future of the relevance of cloud platforms.

Workshop V

Trademark implications of keywords and metatags

The law on the use of trade marks on the internet, as metatags and keywords, remains unsettled. Case law world-wide differs quite substantially as to the question of whether or not the use of a third party's trade mark constitutes infringement and, if so, why. For example, in Europe the decisions in Google, Primakabin/Portakabin, L'Oreal/eBay, Interflora/Marks & Spencer and others give rise to significant debate. This workshop aims at giving an overview of where the law stands and offering an opportunity for a detailed discussion of this issue.

Workshop VI

Plain packaging – a slippery slope?

Restrictions on the contents of packages and on the marketing systems of products have an impact on both the consumer's choice and on the protection provided to trademarks and trade dress. While governmental health agencies of various countries, including European and Latin American countries, among others, have proposed amendments, new regulations or acts increasing restrictions to tobacco packaging, Australia is the first country to propose and pass legislation on the matter. Notwithstanding the importance of the health and sanitary concerns, discussions continue on challenging commercial and legal questions, such as the extension of the brand and warnings on the sides of the packages and their impact on goodwill, particularly the source distinction and quality indication functions of trademarks. Packaging and marketing strategies affect recognition of the brand and trademark owners are concerned with the confusion between trademarks at the sales locations and enforcement difficulties. The risks of benefiting counterfeit and contraband as well as impacts on international trade and economy have also been pointed out. These issues associated with plain packaging and other packaging restrictions are not confined to the tobacco industry, but are equally relevant in other industries, such as those involved with food and beverages, as well as drugs. This workshop will look at plain packaging regulation considering these and other industries.

Workshop VII

The IP implications of university and industry collaborations

Over the last two decades university-industry collaboration has grown considerably. One impetus has been the adoption of laws rationalizing and simplifying patenting and licensing by non-profit institutions. The universities have developed procedures and institutions (such as university technology transfer and licensing offices) to manage portfolios of intellectual property generated through university-industry collaborations. While research collaborations are valuable to industries and universities alike, challenges regarding IP are being experienced by both partners. How should collaboration agreements with mutually acceptable IP terms be drafted? How should universities manage technology transfer activities in ways that maximize the public benefit and, at the same time, ensure that the universities receive adequate income from licensing and the academic researchers are awarded adequate compensation? Should companies be permitted to pursue IP rights to university background research developed outside the collaboration? This workshop will discuss these and other IP issues affecting university and industry collaborations. Experienced speakers from universities and industry will share information about the current approaches and best practices involved, and help develop an understanding of the IP implications of university-industry partnerships.

Perspectives on the future of the patent system

Last year, the United States passed the America Invents Act introducing fundamental changes in the US patent system. After decades of blockade of the Community Patent, the European Council adopted a proposal for authorizing enhanced cooperation in the creation of unitary patent protection, including a European litigation court system. The Japanese Group of AIPPI recently surveyed the National Groups of AIPPI in order to identify those patent law harmonization issues that are considered to be most urgent. The issues identified included the grace period, unpublished prior art and prior user rights. Patent law harmonization is gaining momentum at an impressive pace. AIPPI has invited representatives from the leading IP offices around the world to participate in an exciting panel discussion of the recent and possible future developments in the international patent system.

Women in IP

The opportunity for women professionals to gather at AIPPI meetings has become a tradition over the last few years. Once again, a women-only event will be organized as part of the Congress in Seoul.

Previous meetings have been very enjoyable and successful. Attendance has been encouraging and clearly demonstrated that the participants wanted further opportunities to get to know each other, to share experiences and to foster a women's network within the IP profession.

Our Women in IP meetings are informal, friendly and relaxed. Women professionals gather in a pleasant location and enjoy some nice refreshments. These meetings give participants the opportunity to mingle, chat and make new acquaintances from all over the world and from a wide variety of professional backgrounds.

We hope to see you all in Seoul, Ladies!



Helsinki
AIPPI Forum & ExCo
5-11 September 2013



Registrations must be made online at www.aippi.net.

Only AIPPI members can register for the Congress.

In order to register for the Congress you will need your [AIPPI login](#). Please make sure you have this information before starting with your registration.

To participate in the Congress you must be a member of one of the National Groups of AIPPI or an independent member. To make that process easier for those wishing to attend the AIPPI Congress 2012, the National Groups in **Argentina, Australia, Croatia, Egypt, France, Germany, India, Latvia, Panama, Republic of Korea, South Africa, Switzerland, Thailand, UK** and **USA** have allowed IP professionals residing in those countries to join the respective National Group of AIPPI when they register for the Congress, for an additional payment of **CHF 200**. That payment will cover the subscription to the respective National Group through to the end of 2012. As soon as your payment has been processed, you will receive a login code enabling you to start your online registration for the Congress.

If you reside in a country not listed above, please refer to the National or Regional Group of your country for joining AIPPI before the Congress. Contact information can be found at www.aippi.org in the section 'Officers & Addresses'. If there is no National or Regional Group in your country, please contact registration@aippi.org for joining AIPPI as an independent member.

Should you have further queries about the registration procedure, please contact us at registration@aippi.org.

Save on the registration fees by registering by 21 June 2012!			
Registration Fees	Early Registration Until 21 June	Regular Registration From 22 June to 21 September	Late & Onsite Registration From 22 September
AIPPI member	KRW 1,860,000	KRW 2,604,000	KRW 3,255,000
Young/Student lawyer member	50% of the above indicated fees		
Full time academic professional	50% of the above indicated fees		
Accompanying person	KRW 930,000	KRW 1,302,000	KRW 1,627,500
Join and Register	Payment of CHF 200 in additional to the above fees.		
Gala dinner (reservation fee)	KRW 170,000	KRW 170,000	KRW 170,000
Exchange rate as per 1 February 2012 1 USD= KRW 1,126 / 1 EUR= KRW 1,479			

Note:

Payments can be made by bank transfer or credit card through the online registration system.

Payment by bank transfer will be possible until **1 September 2012**. After that date only online registration with credit card payment will be possible.

If you belong to one of the three groups below, please contact the General Secretariat (registration@aippi.org) to have your registration processed:

1. Young participants, less than 30 years old:

- Send us a copy of your ID or passport by Fax: +41 44 280 58 85
- Regular fees will be charged if the General Secretariat does not receive the credentials within one week of registration.

2. Student Lawyers:

- Send us a copy of your student card for the current year by Fax: +41 44 280 58 85
- Regular fees will be charged if the General Secretariat does not receive the credentials within one week of registration.

3. Full time academic professional:

- Please send us information on the academic institution that you work for and your occupation in this institution by Fax: +41 44 280 58 85.
- Regular fees will be charged if the General Secretariat does not receive the credentials within one week of registration.

Participant's registration fee includes	Accompanying person's registration fee includes
<ul style="list-style-type: none"> Name badge (to be worn at all times) 	<ul style="list-style-type: none"> Name badge (to be worn at all times)
<ul style="list-style-type: none"> Attendance at Sessions 	<ul style="list-style-type: none"> Opening Ceremony and Welcome Reception (Coex – Saturday 20 October 2012)
<ul style="list-style-type: none"> Coffee breaks and luncheons 	
<ul style="list-style-type: none"> Opening Ceremony and Welcome Reception (Coex – Saturday 20 October 2012) 	<ul style="list-style-type: none"> Cultural Evening (Sunday 21 October 2012)
<ul style="list-style-type: none"> Cultural Evening (Sunday 21 October 2012) 	<ul style="list-style-type: none"> One full day excursion (Tour FT2)
<ul style="list-style-type: none"> Congress bag 	For more details about the tours available, please refer to the "Congress tours and Excursions" on page 31 in this programme.
<ul style="list-style-type: none"> Final Programme and List of Participants 	

■ Registration General Policy

Please read carefully the general information and conditions.

Cancellation

- Any cancellation must be sent to AIPPI General Secretariat in writing (fax or email).
- Until 20 August 2012:** Total amount will be refunded less KRW 112,000 for administrative fees. If no payment is received before cancellation, this sum of KRW 112,000 will still remain due.
- From 21 August 2012:** No refund possible
- A handling fee of KRW 28,000 per registration will be charged for every registration modification received after 21 August 2012.

AIPPI General Secretariat
 Toedistrasse 16
 CH-8027 Zurich
 Tel: +41 44 280 58 80
 Fax: +41 44 280 58 85
 E-mail: registration@aippi.org

■ Name changes

Transfer of registrations is possible only within the same firm/company. They will be invoiced KRW 56,000 for administrative fees. From 22 September, the name changes will be considered as new registrations.

■ Badges are personal and nominative

Means of identity with photograph (such as a passport or identity card) will be required to receive your badge.

■ Congress Documents and Badges

Congress Documents and badge are collectable on-site at the registration desk. Name badges must be worn at all times during the Congress as well as at Congress events to guarantee entry.

■ Certificate of Attendance

Certificates of attendance can be issued to the participants upon request at the General Secretariat during the Congress.

■ Language

Simultaneous translation into English, French, German and Spanish will be provided as per statutory requirements of AIPPI.

■ Food and Beverage

Coffee breaks and luncheons are included in the Congress registration fee and will be provided from Saturday, 20 October 2012 to Tuesday 23 October 2012.

■ Official Airline Partner



The airlines of SkyTeam, Official Alliance Network for our event, offer attractive airfares for participants.

SKYTEAM comprises 15 leading international airlines: Aeroflot, Aeromexico, Air Europa, Air France, Alitalia, China Airlines, China Eastern, China Southern, CSA Czech Airlines, Delta, Kenya Airways, KLM, Korean Air, Tarom and Vietnam Airlines serving more than 900 destinations in 173 countries with more than 14,500 flights daily.

Through www.SkyTeam.com, you can also access the schedules of all SkyTeam partners to plan your flights on the airline of your choice.

To make your reservations, please visit www.aippi.net.

■ Hotel Reservation

The Organizing Committee of the 43rd AIPPI World Intellectual Property Congress is pleased to offer a wide range of hotels with exclusive rates for delegates.

Although we have negotiated special rates for our participants, some of the conference hotels may offer different rates over the Internet or through other channels.

Please note that the discounted rate can be provided only when you make a reservation through the official website. As rooms will be reserved on a first-come first served basis, once room blocks at these hotels have been filled, we may be unable to secure further rooms with the hotels at the special rates quoted. Early hotel reservation is highly recommended. The confirmation will be sent to you within 7 working days by the Secretariat.

Valid credit card information for a deposit will be requested for individual bookings at the time.

■ Terms and Conditions

- All rates are quoted per room per night and rates can only be guaranteed by booking through the Hotel Secretariat at hotel@aippi2012.org and **any change in booking must be notified in writing to the General Secretariat, NOT directly to the hotel.**
- All rates are based on Korean Won (KRW). **Exchange rate for USD 1 is KRW 1,126 as of 1 February 2012.**
- Hotel reservation should be made **NO LATER THAN 15 August 2012**. Room booking and changes made after **15 August 2012** cannot be guaranteed and will be subject to room availability.
- VAT (10%) and Service charge (11%)

Super deluxe hotels:

- VAT (10%) and Service charges (11%) will be added to room rates.
- Only VAT (10%) will be added to the rates at the Park Hyatt Seoul.

Deluxe hotels:

- VAT (10%) and Service charges (11%) will be added to above room rates.
- Only VAT (10%) will be added to the rates at the Mercure Seoul.

Serviced Residence:

- VAT (10%) will be added to the rates at the Ibis Seoul.
- VAT (10%) and Service charges (11%) will be added to the rates for breakfast.
- All room rates are exclusive breakfast except suite or club.
- Standard check-in time is 3:00pm and check-out time is 12:00pm.

■ Cancellation Policy

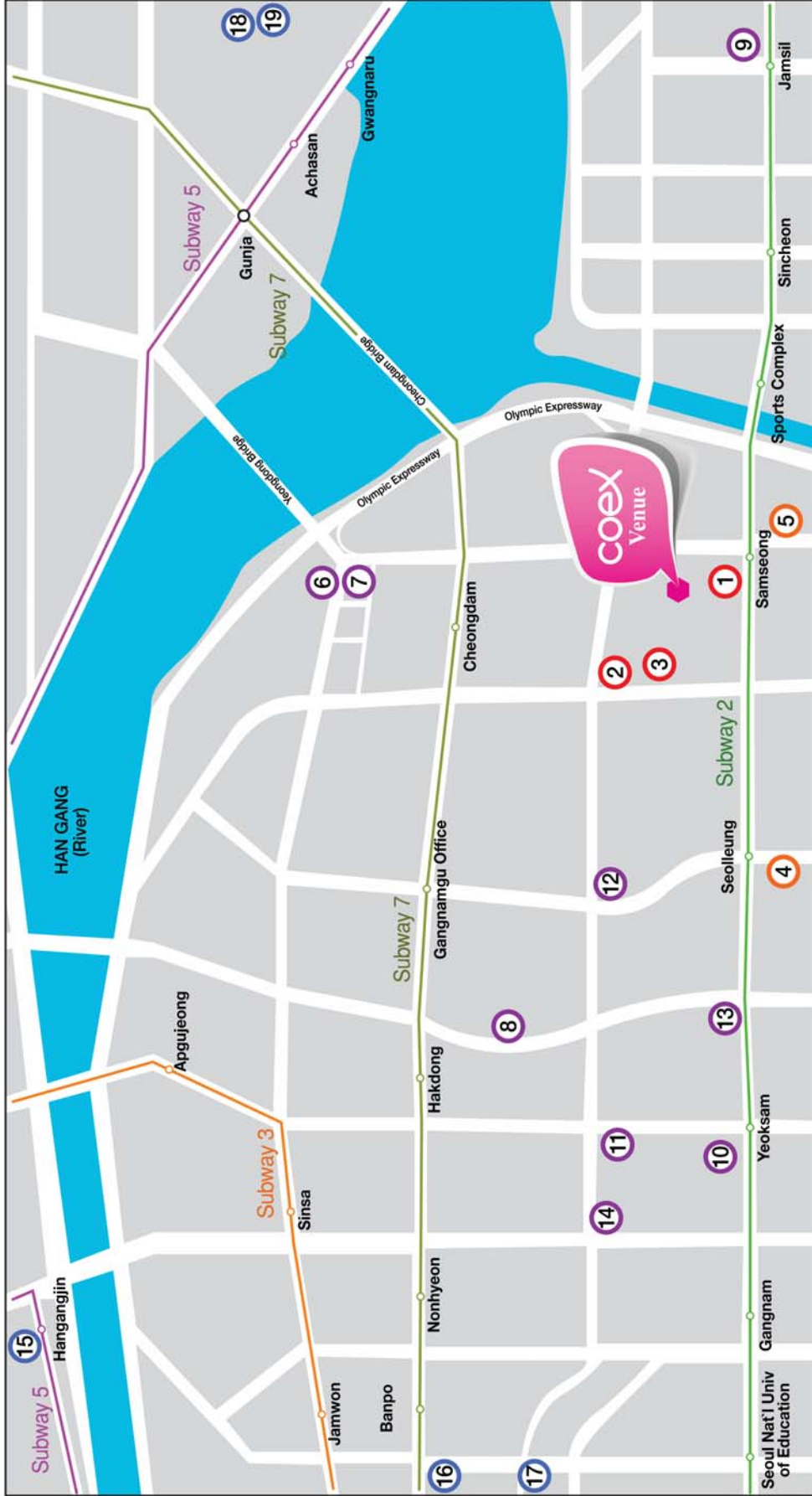
- All cancellations must be made in writing to:
AIPPI 2012 Hotel Secretariat
Phone: +82 2 6288 6328
Fax: +82 2 6288 6398
E-mail: hotel@aippi2012.org
- For cancellations received by **15 August 2012**:
No penalty
- For cancellations received from **16 August to 17 September 2012**: 50% of one night room rate will be charged to your credit card as a penalty
- For cancellations received on or after **18 September 2012** or No-show: One night room rate will be charged to your credit card as a penalty
- All of these cancellations deadlines are based on the Korean Standard Time (GMT+9).
- For cancellation received from **14 September** for the Intercontinental Seoul Coex and Grand Intercontinental Seoul Parnas the entire room rates reserved upon will be charged.

☆☆☆☆☆Super Deluxe / ☆☆☆☆☆Deluxe / ☆☆☆☆☆First / ** Double Room

No	Distance	Hotel	Room Type	Room Rate (KRW)	Class	
1	Venue Hotels	Grand Intercontinental Seoul Parnas	Club Junior Suite*	435,000	☆☆☆☆☆	
			Junior Suite*	350,000		
			Deluxe*	315,000		
2		Intercontinental Seoul Coex	Club Superior*	360,000	☆☆☆☆☆	
			Elite*	300,000		
			Superior*	285,000		
3			Oakwood Premier Coex Center Seoul	Studio Deluxe**	260,000	☆☆☆☆☆
4		5 min. walking	Ibis Seoul	Double	160,000	☆☆☆
5			Park Hyatt Seoul	Park Deluxe King	450,000	☆☆☆☆☆
6	10 min. by car	Hotel Ellui	Deluxe**/ ***	135,000	☆☆☆☆☆	
7		Hotel Riviera	Superior**/ ***	165,000	☆☆☆☆☆	
8		Imperial Palace Hotel	Deluxe**	242,000	☆☆☆☆☆	
			Superior**/ ***	220,000		
9		Lotte Hotel World	Club Floor**	308,000	☆☆☆☆☆	
			Superior**/ ***	264,000		
11		Mercure Seoul	Standard**	220,000	☆☆☆☆☆	
12		Novotel Ambassador Seoul Gangnam	Standard**/ ***	275,000	☆☆☆☆☆	
13		Ramada Seoul Hotel	Superior**/ ***	165,000	☆☆☆☆☆	
		Renaissance Hotel Seoul	Deluxe**	264,000	☆☆☆☆☆	
14		The Ritz-Carlton Hotel	Premier Suite**	385,000	☆☆☆☆☆	
	Balcony Deluxe**		335,500			
	Superior**/ ***		291,500			
15	20 min. by car	Grand Hyatt Seoul	Standard*	264,000	☆☆☆☆☆	
16		JW Marriott Hotel	Superior King	258,500	☆☆☆☆☆	
17		Seoul Palace Hotel	Executive**	264,000	☆☆☆☆☆	
			Palace Floor**	209,000		
			Standard**	176,000		
18		Sheraton Grande Walkerhill Hotel	Club Deluxe**	308,000	☆☆☆☆☆	
			Deluxe**/ ***	220,000		
19		W Seoul Walkerhill Hotel	Wonderful**/ ***	264,000	☆☆☆☆☆	

Hotels localisation map

Map of hotels



Distance	Hotels
20 min. by car	<ul style="list-style-type: none"> 15 Grand Hyatt Seoul 16 JW Marriott Hotel 17 Seoul Palace Hotel 18 Sheraton Grande Walkerhill Hotel 19 W Seoul Walkerhill Hotel
10 min. by car	<ul style="list-style-type: none"> 11 Novotel Ambassador Seoul Gangnam 12 Ramada Seoul Hotel 13 Renaissance Hotel Seoul 14 The Ritz-Carlton Hotel
5 min. walking	<ul style="list-style-type: none"> 6 Hotel Ellui 7 Hotel Riviera 8 Imperial Palace Hotel 9 Lotte Hotel World 10 Mercure Seoul
Venue Hotels	<ul style="list-style-type: none"> 1 Grand Intercontinental Seoul Parnas 2 Intercontinental Seoul Coex 3 Oakwood Premier Coex Center Seoul

- Subway 2
- Subway 3
- Subway 5
- Subway 7
- Transfer station

■ Dates and Location

The event will start Saturday 20 October 2012 and end on Tuesday 23 October 2012

Venue:

Coex Convention & Exhibition Center

World Trade Center

159 Samsung-dong,

Gangnam-gu, Seoul 135-731

Republic of Korea

■ Seoul, Korea

Korea is located in Far East Asia between China and Japan. **Seoul**, the capital city of Korea, is situated at the central western part of the Korean peninsula. This capital city is not only the transport hub of the nation but also a geographic hub of Asia. As a result, Seoul provides an easy access to Asia and its major cities including Tokyo, Osaka, Beijing, Shanghai, and Vladivostok. All are within a two-hour flight from Seoul. Incheon International Airport connects Korea to 170 cities in 53 countries and 84 international airlines provide more than 1,938 flights per week regularly between Incheon International Airport and other major cities worldwide.

Population
Seoul 10,450,000 (2009 est.) (About one-fifth of South Korea's population resides in Seoul)
Size
30.3 km from north to south and 36.78 from east to west
Temperatures
Average in October: 14~15°C/58~60°F
Time Zone
GMT + 9
Electricity
220v, 60 hz The outlet has two round holes and is the same type used in France, Germany, Austria, Greece, Turkey, and many other countries
Country Dialing Code
+82 Cellular phones can be rented from Incheon and Gimpo International Airports. Your passport and credit card should be presented when renting. The charges can be paid with cash or credit card upon the return of the handset. Online-Reservation can also be made at http://english.visitkorea.or.kr
Area Code
Seoul 02
Currency
South Korean Won (KRW)



■ **Where tradition meets modernity:
Become a time-traveler in Seoul**

Seoul is well known for its 600 year history as the national capital. The city pays particular attention to preservation of its rich traditional heritage and to continuation of a dynamic path of development maintaining the perfect balance with its traditional values.

Seoul has so many cultural heritages from the various periods of its history. This capital is home to three UNESCO World Heritage Sites. Major royal palaces, old tombs, fortress walls, traditional residential areas and prehistoric remains are the notable examples.



■ **Business Hub of Asia**

Korea's impressive growth performance was part of what has been described as the "Miracle on the Han River". The three decades of extraordinary growth that transformed Korea from one of the poorest agrarian economies to the 11th largest economy and exporting country in the world, culminated in its accession to the Organization for Economic Cooperation and Development (OECD) on 12 December 1996.

A global Leader in Information & Communication Technology, Korea has rapidly emerged as one of the world's leading ICT (Information & Communication Technology) powerhouses.

Highest Internet penetration rate in the world (2001~2005)

First nation to commercialize Code Division Multiple Access (CDMA)

First nation to launch terrestrial Digital Multimedia Broadcasting (DMB) service

■ **Getting to the Venue**

Seoul has been the strategic crossroads in the region and now is a well-connected city. With the two international airports and an extensive airport-to-city transportation network, **Seoul** has all the resources to welcome large numbers of visitors from all over the world.

■ **From Incheon International Airport (ICN)**

Website: <http://www.airport.kr/eng/>

Tel: +82 1577 2600

Distance from Seoul 52 km (32 miles) about one hour

By Limousine Bus

Purchase a Limousine Bus ticket (Fare will be around KRW 15,000). Get more information at the Bus Ticketing Offices located in Exit 4, 9 (indoors), Exit 4, 6, 7, 8, 11, 13 and 9C (Outdoors)

Bus No.	Bus Stop	Intervals
No. 6006	5A, 11B	20-30 mins
No. 6103	4A, 10B	20-25 mins
No. 6704	4B, 11A	30 mins



By Taxi

Participants can take a standard (Orange or silver-gray sedan) taxi or a deluxe (black sedan) taxi to the venue.

To take a taxi, please use the Seoul taxi stop, 6C, in front of the passenger terminal on the 1st floor.

Travel Time	Approx. 75 mins
Standard Taxi	Approx. KRW 55,000
Deluxe Taxi	Approx. KRW 90,000

Toll fee (KRW 7,500) should be settled by a passenger. The estimated fare is based on no traffic congestion, the actual fare may vary.

By AREX (Korail Airport Railroad)

Take the AREX from Incheon International Airport (ICN) to Hongik Univ. station. (Estimated Time: 45 mins for Regular Train between Incheon Int'l Airport and Hongik Univ.)

After disembarking from the AREX at the Honik Univ. Station, transfer to subway line no.2, which heads for Samseong subway station (Station No. 219). For more information, please visit <http://www.alex.or.kr>.

■ From Gimpo International Airport

Website: www.airport.co.kr/doc/gimpo_eng

Tel: +82 2 2660 2114

Located in Seoul (about 30 min from downtown areas)

By Limousine Bus

Purchase a Limousine Bus tickets (Fare is KRW 7,000). Get more information at Bus Ticketing Office located in Domestic Exit 7, 8 on the 1st floor and in International Exit 1, 2. Bus stop number is 6.

Bus No.	Bus Stop	Intervals
No. 6000	No. 6	15 mins
No. 6104		30 mins

By Taxi

To take a taxi, please use the Seoul taxi stop, in front of Gate 3 of International Terminal, 1st floor.

Travel Time	Approx. 45 mins
Standard Taxi	Approx. KRW 26,000
Deluxe Taxi	Approx. KRW 35,000

By AREX (Korail Airport Railroad)

Take the AREX from Gimpo International Airport to Hongik Univ. station. (Estimated Time: 20 mins for Regular Train between Gimpo Int'l Airport and Hongik Univ.)

After disembarking from the AREX at the Honik Univ. Station, transfer to subway line no.2, which heads for Samseong subway station (Station No. 219).

■ Ground Transportation

Subway (Metro)

- The Seoul Metropolitan Subway is one of the most efficient and most utilized transit systems in the world. Announcements on the trains indicate upcoming stations and possible line transfers in English and Korean.
- Explore the online Seoul Subway Guide website to find out the quickest routes, how to buy tickets, where to transfer and fare information.
- For more information, please visit <http://www.seoulmetro.co.kr>.

Taxi

- Taxis, which can be easily hailed on the streets at all times, are clean, safe, and inexpensive in Korea. There are standard, deluxe and international taxis (English, Japanese and Chinese services).
- Standard (Orange or silver-gray sedan): Base fare KRW 2,400, with an increase of KRW 100 in every 144 meters
- Deluxe (Black): Base fare KRW 4,500, with an increasing of KRW 200 in every 164 meters
- Standard and Deluxe taxi drivers speak little or no English, hence it's highly recommended to carry a hotel business card or have your hotel or Koreans write down your destination on a paper in Korean/English.
- Tipping is not customary.
- International Taxis: Seoul recently launched the "international taxi" call service, where the taxi drivers are qualified in speaking English, Chinese or Japanese. The international (orange colored) taxis cost about 20% more than standard ones. More information is available at <http://www.intltaxi.co.kr>.

Public Bus

- The Seoul bus system is divided into four colors: blue (main lines), green (branch line), yellow (circular line) and red (wide area line). With the online bus map (route searching system), visitors can easily find different routes for traveling around the city.



Climate

Korea has four seasons, with a wet monsoon/summer season in July and August and a cold winter from November to March.

The ideal time to visit Korea is during the autumn months (September-November). During this time, the country exhibits warm, sunny weather, skies that are cobalt blue and spectacular foliage that is perhaps the biggest drawcard. For more information on Korean weather, please visit the Korea Meteorological Administration at

<http://web.kma.go.kr/eng/index.jsp>

Credit Cards

All major credit cards (VISA, AMEX, Diners and Master Card) are accepted at most shops, hotels and restaurants in Seoul. It is advisable to carry an identity card or other form of identification with photo.

Tax & Tipping

Value-added tax is levied on most goods and services at a standard rate of 10% and is included in the retail price. Tipping is not customary in Korea. In tourist hotels and at some large restaurants a 10% service charge may be added to the bill.

Foreign tourists can receive 10% VAT refunds for purchases at Duty Free shops. Goods must be taken out of Korea within three months of purchase to be eligible for a tax refund. Visitors can receive a refund on a receipt for a minimum purchase of KRW 50,000 (approx. USD 50). To receive this refund, present receipts with the purchased goods at the customs clearance desk at Incheon/Gimpo International Airports at the time of departure.

Insurance

The Organizing Committee of the AIPPI 2012 Seoul will not be responsible for any medical expenses, accidents, or losses or unexpected damage to property belonging to Congress participants, either during or as a result of the Congress or during all tours and events. Participants are strongly advised to arrange their own travel insurance for health and accidents, lost luggage, and trip cancellations.

However, an emergency phone number will be made available in the final programme in case you need our assistance.

Shopping & Entertainment

Seoul is a shopper's heaven. The city has numerous shopping malls, department stores, duty free shops and traditional markets, making shopping available 24/7 all year-round. The streets of Gangnam, Cheongdam and Shinsadong offer world renowned brands and designer shops; Insadong and Namdaemun sell traditional handmade crafts at an affordable price; and the Coex Mall, Myeongdong and Dongdaemun areas are the most popular shopping spots in the city for foreign visitors.

Seoul also offers a variety of cultural entertainment such as performances, movies, plays and musicals that are available until late in the evening. Travelers with time constraints can also enjoy a wide range of performances, from traditional Korean, to non-verbal and dance performances. More information is available at <http://english.visitkorea.or.kr>

Invitation Letter for Visa Application

To request an invitation letter, an invitation letter request form should be submitted along with a copy of your passport. An invitation letter will be sent to the designated participant upon completion of payment for registration. More information is available at <http://www.mofat.go.kr/ENG>



Various social events are available for participants to choose from. Apply online now at <http://www.aippi.net>.

■ Council of President's Dinner

- Date & Time:
Friday 19 October 2012 (19:30 – 22:30)
- Venue: Aston House, Sheraton Grande Walkerhill Hotel
- Dress Code: Business
- **For invited guests only.**

Built by one of the world's renowned interior designer groups, Wilson & Associates, Aston House is elegantly perched on the slopes of Mount Acha and is a lavish mansion exclusively available for VIPs in Korea. With the delightful landscape and the River Han in front, the venue offers participants a picture-perfect evening and absolute privacy. The lush garden at the venue is flawlessly harmonized with the grand mansion and is the most desired destination for exceptional occasions, including VIP social gatherings, celebrity weddings and many others. The ground floor of the mansion is ideally suited for private meetings in a tranquil and sophisticated environment. Refined dining and superior services are offered on the first floor, and multi-national cuisines are exquisitely prepared by the finest chefs in Korea.

■ Opening Ceremony and Welcome Reception

- Date & Time:
Saturday 20 October 2012 (19:00 – 22:00)
- Venue: Hall D1 / D2, 3rd floor, Coex
- Dress Code: Business
- This social evening is included in the registration fee.

All participants and accompanying persons are cordially invited to the Opening Ceremony at Hall D1 and Welcome Reception at Hall D2 on the 3rd floor of Coex on the evening of 20 October 2012. The grand opening of the Congress will be celebrated by having the world's renowned AIPPI members, accompanying persons and guests gathered under one roof. A series of exquisite vibrant performances exhibiting Korea's unique culture will be staged during the opening as well as welcoming remarks. The Opening Ceremony followed by the Welcome Reception are the first official events of the Congress where participants may socialize with others. The Organizing Committee highly recommends that all participants attend. A light meal, snacks and drinks will be served during the Welcome Reception for all participants.



■ Cultural Evening

- Date & Time:
Sunday 21 October 2012 (19:00 – 22:00)
- Venue: National Museum of Korea
- Dress Code: Business casual
- Buses provided by organizing committee will depart from Coex.
- This social evening is included in the registration fee.

The National Museum of Korea is the house of Korean souls, attracting millions of national and foreign visitors every year. The museum is ranked the number one museum in Asia and tenth in the world in terms of total numbers of visitors. The spacious premises consist of extensive and convenient facilities including galleries, exhibition halls, a children's museum, parks, concert halls, outdoor exhibition areas and many others. The reinterpretation of traditional architectural characteristics through advocating cutting-edge technologies and contemporary values is well-embodied in the building.

Korean ancestors sought bold simplicity as the foremost value of architecture and the museum is designed to pursue the tradition. Yet at the same time, a natural environment surrounds the building effortlessly. The spirit of long-standing Korean culture and arts can easily be found in every corner of the museum. Along with Korea's finest permanent exhibition of artifacts from the Paleolithic period to exceptional modern exhibitions, the visitor becomes a time-traveler in the museum where tradition meets modernity in a perfect harmony.

The contemporary building containing far-reaching collections, together with stunning scenery outside facing mountains, the River Han, palaces, the War Memorial and Seoul Arts Center, will make your night unforgettable.



■ Gala Dinner

- Date & Time:
Tuesday, 23 October 2012 (20:00 – 24:00)
- Venue: Hall D1+D2, 3rd floor, Coex
- Dress Code: Black tie
- The seats are limited. Please register as soon as possible.
- Gala Dinner fee is KRW 170,000.

The Gala Dinner will take place in Hall D on the third floor on Tuesday evening from 20:00 to 24:00. Please note that there is a fee for attending this event and seats are limited. The Organizing Committee highly recommends that participants book seats in advance. Mind-blowing traditional and modern performances will be staged during the dinner to reveal Korea's true color. Exceptional cuisine skillfully prepared by the finest chefs will be served to participants.



Tours & Accompanying Persons excursions

AIPPI 2012 Seoul Organizing Committee has prepared different tours to interesting spots in Seoul and its vicinity. Below is a grid displaying dates of the different tours and a description of each tour. You can select which tours you wish to attend when you register for the Congress.

Category	No.	Programme	Price (KRW)	Saturday 20 October	Sunday 21 October	Monday 22 October	Tuesday 23 October	Remarks
Pre/Post Congress Tour	PT1	Legendary Shilla Dynasty, Gyeongju	430,000					19 - 20 October 2012 / 24 - 25 October 2012 (1Night 2Days)
	PT2	Relishes the Romantic of Jeju Island	760,000					18 - 20 October 2012 (2Nights 3Days)
Half Day Tour	HT1	Harmony of Nature and Architecture	57,000	○	○	○		
	HT2	Into the Royal Family's Life of Orient	65,000	○	○		○	
	HT3	Temple Life of Korea	98,000			○		
	HT4	Feel the Korean flavor with Kimchi	95,000				○	
	HT5	Making Korean traditional Cake -Tteok	98,000			○		
Full Day Tour	FT1	Hoping for Reunification of Korea	87,000	○	○		○	
	FT2	Getting to know much about Seoul	83,000	○	○			
	FT3	Back to Ancient Korea	108,000	○	○	○	○	
	FT4	Temple Life of Korea	143,000	○		○	○	
	FT5	Leeum Gallery -Hangang River	145,000				○	
	FT6	Meet the future technologies of Korea	90,000			○	○	
Night Tour	NT1	Korean traditional performance	95,000	○	○			
	NT2	Night Cruise Tour	95,000	○	○	○		

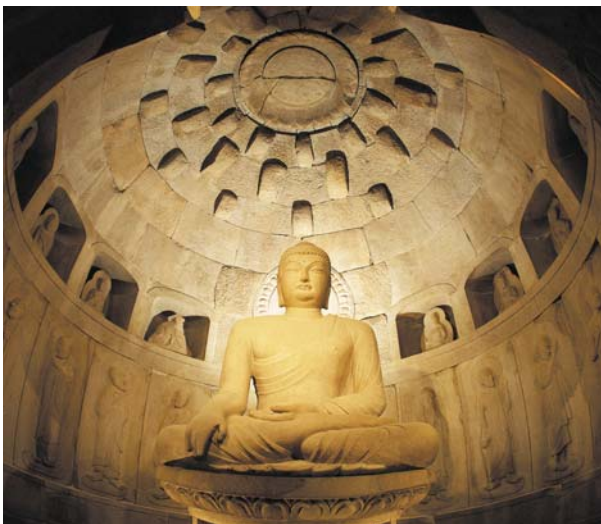


■ **Pre - and Post Congress Tour (PT1)**

Legendary Shilla Dynasty, Gyeongju
(1 Night 2 Days)

- Date & Time:
Friday 19 – Saturday, 20 October 2012 /
Wednesday 24 – Thursday 25 October 2012
(1 Night 2 Days)
- Price:
KRW 430,000 per person (min. 6 persons basis)
- Itinerary:
Day 1: Seoul - Gyeongju National Museum - Tumuli Park - Anapji – Pos okjeong - Bunhwangsa Temple - Gyeongju Folk Craft Village
Day 2: Seokguram Grotto - Bulguksa Temple - Chomseongdae Observatory- Seoul
- Conditions:
1 night at Gyeongju Kolon Hotel or similar on twin sharing basis, full board, admission fee, an English-speaking guide and coach fare
- Remarks:
Reservation should be made at least 1 month in advance.

Gyeongju, a city of history, was the capital of the ancient Silla Dynasty for a thousand years from 57 BC to 935 AD. Blessed with the natural beauty of mountains and rivers, Gyeongju also has many relics and structures built from scientific and artistic passion, and artifacts created with its ancestors' wisdom form a "Museum without walls." Due to the bountiful historical, natural and cultural attractions, this region has long been a major tourist destination in Korea. **Bulguksa Temple** and **Seokguram Grotto** are the representative relic of Gyeongju and was designated as a World Cultural Asset by UNESCO in 1995. The beauty of the temple itself and the artistic touch of the stone relics are known throughout the world.



■ **Pre - and Post Congress Tour (PT2)**

Relishes the Romantic of Jeju Island
(2 Nights 3 Days)

- Date & Time:
Thursday 18 – Saturday 20 October 2012
(2 Nights 3 Days)
- Price:
KRW 760,000 per person (min. 6 persons basis)
- Itinerary:
Day 1: Seoul - Flight to Jeju - Yongduam Rock - Yeomiji Botanic Garden - Jeju Folk Museum - Mysterious Road - Hotel
Day 2: Jeongbang Waterfall - Sungeup Folk Village - Seongsan Sunrise Peak - Manjang Cave - Sangumburi Carter - Hotel
Day 3: Cheonjeyeon Fall - Sex & Health Museum - Flight to Seoul
- Conditions:
2 nights at Deluxe Class Hotel on twin sharing basis, Full board, Admission fee, an English-speaking guide, Air-conditioned coach, and Domestic air fare.
- Remarks:
Reservation should be made at least 1 month in advance.
Single occupancy additional charge - KRW 120,000.
It takes 2 hours by Domestic air from Seoul to Jeju.

A picturesque island surrounded by the indigo sea that blends beautifully with the spectacular scenery and unique culture, Jeju is a land of wonder and enchantment. The volcanic island of Jeju will charm you with its magnificent landscapes, opening your senses. Jeju is an island that opens up a different world during each season. Jeju Island was officially proclaimed one of the New 7 Wonders of Nature in 2011.



■ Half Day Tours (HT1)

Harmony of Nature and Architecture

- Date & Time:
Saturday 20 – Monday 22 October 2012
(09:00 - 13:00)
- Price:
KRW 57,000 per person (min. 10 persons basis)
- Itinerary:
Changing of the Guard Ceremony - Gyeongbokgung Palace - National Folk Museum - Chyeonggyecheon Stream walking tour
- Conditions:
Admission fee, an English-speaking guide and Coach

Gyeongbokgung Palace is the primary residence for the royal family of Joseon Dynasty. It is the largest and most architecturally beautiful of the five palaces of Seoul. **The National Folk Museum** demonstrates Korean social and traditional life style, such as religious rituals, housing, clothing, food and social dynamics of traditional Korean life. **Cheonggyecheon Stream**, has become one of Seoul's major tourist destinations, and is a popular place for leisure and relaxation since it offers many beautiful sights to see and enjoy.

■ Half Day Tours (HT2)

Into the Royal Family's Life of Orient

- Date & Time:
Saturday 20 – Sunday 21 / Tuesday 23 October 2012
(13:00 - 17:30)
- Price:
KRW 65,000 (min. 10 persons basis)
- Itinerary:
Changdeokgung Palace - Bukchon Hanok Village walking tour
- Conditions:
Admission fee, an English-speaking guide and Coach

Changdeokgung Palace is the second royal palace built after Gyeongbukgung Palace and it was designated as a World Cultural Heritage as it is the best preserved one among the five remaining royal palaces. Bukchon Hanok Village was long ago village of aristocrats, and its luxury tile-roofed houses have been preserved since the Joseon Dynasty.



■ Half Day Tours (HT3)

Temple Life of Korea

- Date & Time:
Monday 22 October 2012 (09:00 - 13:00)
- Price:
KRW 98,000 (min. 15 persons basis)
- Itinerary:
Bongeunsa – Temple tour - Dado(tea Ceremony) - Seon Meditation - Monk Lotus Lantern Making
- Conditions:
Admission fee, an English-speaking guide, Air-conditioned coach and Lunch
- Remarks:
Reservation should be made at least 4 weeks in advance.

Once known as Gyeongseongsa Temple, Bongeunsa Temple is located to the north of COEX building, and was constructed in the 10th year of Shilla King Weongseong's reign (794). In 1498, Queen Jeonghyeon refurbished Gyeongseongsa Temple at the east of King Seongjong's royal mausoleum and renamed the temple as Bongeunsa. Originally located near the royal mausoleum (1km southwest), the temple was transferred to its current location during Joseon King Myeongjong's reign Temple stay offers various kinds of practicing methods such as **Dado (tea ceremony)** and **Seon Meditation** which is a form of meditation that allows a person to reflect on oneself. You can find their 'true self' amongst the harmony of nature while staying at a temple. After this tour, you will come back home richer at heart, more fully alive, more fully awake, more fully at peace.



■ Half Day Tours (HT4)

Feel the Korean flavor with Kimchi

- Date & Time:
Tuesday 23 October 2012 (13:00 - 17:30)
- Price:
KRW 95,000 (min. 15 persons basis)
- Itinerary:
Kimchi Making class - Hanbok Wearing experience - Insadong Antique Street walking tour
- Conditions:
Admission fee, an English-speaking guide and Coach
- Remarks:
Reservation should be made at least 1 week in advance.

Kimchi is the best known Korean food. It is pickled vegetables, highly seasoned with pepper, garlic, etc. It is served with every kind of Korean meal and it stimulates the appetite. You can learn special ingredients of Kimchi and take them after the tour. On **Insadong Antique Street**, you can experience the harmony of antique and modern art. You can purchase various traditional handicrafts and ceramics which reflect the beat and taste of Korea so it has become a favorite shopping spot among foreigners.



■ Half Day Tours (HT5)

Making Korean traditional Cake -Tteok

- Date & Time:
Monday 22 October 2012 (09:00 - 13:00)
- Price:
KRW 98,000 (min. 15 persons basis)
- Itinerary:
Hotel - Tteok Museum(Rice Cake Museum) – Experience making rice cake - Hotel
- Conditions:
Admission fee, an English-speaking guide and Coach
- Remarks:
Reservation should be made at least 1 week in advance.

Tteok is a Korean Rice Cake which is enjoyed during the major holidays and festivities in Korea. In the Tteok Museum (Rice Cake Museum), you can see various types of rice cakes and the different methods used to make these delicacies and traditional kitchen equipment used by our Korean ancestors for many generations. Also, you can make and taste your Rice Cake and experience traditional Korean taste.



■ Full Day Tours (FT1)

Hoping for Reunification of Korea

- Date & Time:
Saturday 20 / Sunday 21 / Tuesday 23 October 2012 (08:00 - 15:00)
- Price:
KRW 87,000 (min. 10 persons basis)
- Itinerary:
Imjingak Park - The 3rd Infiltration Tunnel - DMZ Theater/Exhibition Hall - Dora Observatory - Dorasan Station - Lunch
- Conditions:
Admission fee, an English-speaking guide, Coach and Lunch
- Remarks:
Essential Requirement: Original passport should be with you on the tour date.

The **DMZ** is the most heavily fortified border on the planet. It has been 50 years since the Korean War ended in 1953, but the DMZ remains, dividing the Korean Peninsula. **The 3rd Infiltration Tunnel**, about 73 meters underground, and 2 meters wide and high, was constructed by North Korea to infiltrate the South. At **Dora Observatory**, you can peek into North Koreans' daily lives through a telescope.



■ Full Day Tours (FT2)

Getting to know about Seoul

This tour is included in the accompanying person's fee.

- Date & Time:
Saturday 20 – Sunday 21 October 2012
(09:00~16:30)
- Price:
KRW 83,000 (min. 10 persons basis)
- Itinerary:
Namsan Hanok Village - N Seoul Tower - Lunch - Deoksugung Palace - Namdaemun Market
- Conditions:
Admission fee, an English-speaking guide, Airconditioned coach and Lunch

Located at the corner of Seoul's busiest downtown intersection, **Deoksugung Palace** is the only palace that sits alongside a series of western style buildings that add to the uniqueness of the surrounding scenery. You can also see the royal guard changing ceremony. **Namsan Hanok Village** is a restoration of five traditional Korean houses from Joseon Dynasty taking you back to Korea's past. **N Seoul Tower** is located at the center of Seoul and with a commanding view of Seoul. N Seoul Tower is quipped with observatories and a revolving restaurant for a full 360° view. **Namdaemun Market** is the biggest traditional market in Korea selling children's clothing, men's & women's clothing and kitchenware. You can buy Gim (seaweed), Kimchi, and ginseng for souvenirs.

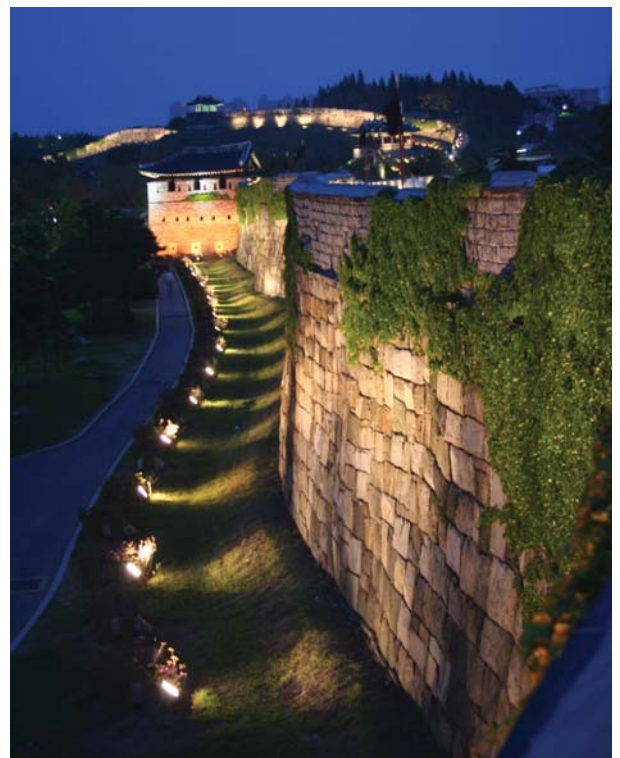


■ Full Day Tours (FT3)

Back to Ancient Korea

- Date & Time:
Saturday 20 – Tuesday 23 October 2012
(09:00 - 16:30)
- Price:
KRW 108,000 (min. 10 persons basis)
- Itinerary:
Suwon Hwaseong Fortress - Lunch - Korean Folk Village
- Conditions:
Admission fee, an English-speaking guide, Coach and Lunch

Suwon Hwaseong Fortress embraces the downtown area of Suwon. It is a well-preserved example of the architecture of the Joseon Dynasty and was built of stone and oven-baked bricks over a period of two years, beginning in 1794. Also, it is included on UNESCO's list of World Cultural Heritage in 1997. Go back to the 19th century by visiting the **Korean Folk Village**. In the village there are common people's houses from different parts of the country, an oriental medicine house for the study of Chinese characters, a blacksmith's, a handicraft room, a pottery oven and a marketplace.



■ Full Day Tours (FT4)

Temple Life of Korea

- Date & Time:
Saturday 20 / Monday 22 / Tuesday 23 October 2012 (09:00 - 17:00)
- Price:
143,000 KRW (min. 15 persons basis)
- Itinerary:
Changing of the Guard Ceremony - Gyeongbok-gung Palace – Lunch – Makgeolli Making
- Conditions:
Admission fee, lunch, an English-speaking guide and Coach
- Remarks:
Reservation should be made at least 3 weeks in advance.

Gyeongbokgung Palace is the primary residence for the royal family of the Joseon Dynasty. It is the largest and most architecturally beautiful of the five palaces of Seoul. On **Insadong Antique Street**, you can experience the harmony of antique and modern art. You can purchase various traditional handicrafts and ceramics which reflect the beat and taste of Korea, making it a favorite shopping spot among foreigners. **Makgeolli Making** Visitors who want to learn how to make makgeolli, a traditional Korean rice wine, can join a class. They can also learn how to cook dishes that are traditionally eaten with the milky-white liquor.



■ Full Day Tours (FT5)

Leeum Gallery and Hangang River

- Date & Time:
Tuesday 23 October 2012 (09:00 - 17:00)
- Price:
KRW 145,000 (min. 10 persons basis)
- Itinerary:
Leeum Gallery – Korea House Lunch – Hangang River Cruise
- Conditions:
Admission fee, lunch, an English-speaking guide and Coach
- Remarks:
Reservation should be made at least 1 week in advance.

Leeum Gallery, Samsung Museum of Art, has an impressive collection of art ranging from ancient Korean treasures to contemporary works from other countries. **Korea House** was founded in 1981 with the sole purpose of preserving traditional Korean culture. It offers a range of traditional cultural experiences, such as cuisine, wedding services and several forms of performance. There are also classes where guests can learn crafts, cooking, dancing, martial arts, and tea ceremonies. The **Hangang River** is one of Seoul's most popular attractions, and a cruise along the river is an excellent way to enjoy the surroundings. Passengers can relax, feel the cool breeze and take in the impressive scenery.



■ Full Day Tours (FT6)

Meet the future technologies of Korea

- Date & Time:
Monday 22 – Tuesday 23 October 2012
(09:00 - 16:00)
- Price:
KRW 90,000 (min. 10 persons basis)
- Itinerary:
The Digital Media Center's Digital Pavilion– Samsung D'light
- Conditions:
Admission fee, lunch ,an English-speaking guide and Coach
- Remarks:
Reservation should be made at least 1 week in advance.

The Digital Media Center's Digital Pavilion

provides a look at current and future technologies. It consists of the Innovation Center, Exploration Center, Imagination Center and Video Showcase Center. Online reservations are required 3 days in advance. **Samsung D'light** is an exhibition of the latest products by Samsung Electronics. The products are exhibited in an area of 2,700 square meters on the ground floor of the Samsung Electronics Building. There are also large video displays.



■ Night Tours (NT1)

Korean traditional performance - Cheongdong Theater

- Date & Time:
Saturday 20 – Sunday 21 October 2012
(18:00 - 22:30)
- Price:
KRW 95,000 (min. 10 persons basis)
- Itinerary:
Dinner - Cheongdong Theater, Korean traditional performance
- Conditions:
Admission fee, an English-speaking guide, Coach and Dinner
- Remarks:
Reservation should be made at least 1 week in advance.

Deoksugung Palace street is one of the most beautiful and romantic roads in Seoul so that many couples come here to take a walk. **Cheongdong Theater** is the representative traditional art performance theatre of Korea. With diverse cultural surrounding facilities, Cheongdong Theater has become a popular tourist attraction site. The main program of Cheongdong Theater is the 'Traditional Art Performance'. The Traditional Art Performance '**MISO**' is presented everyday and has become a place where we introduce our traditional art to foreigners. Cheongdong Theater's 'Ssamji Madang' has become a cultural site for the public. It is where special event performances usually take place.



■ Night Tours (NT2)

Night Cruise Tour

- Date & Time:
Saturday 20 – Monday 22 October 2012
(18:00 - 22:30)
- Price:
KRW 95,000 (min. 10 persons basis)
- Itinerary:
Dinner - 63 Building's Observation - Han River Cruise
- Conditions:
Admission fee, an English-speaking guide,
Coach and Dinner

The **63-Building's observation** is crowded with many visitors every year. The building is 264m above sea level and 249m above ground level. You can see the panoramic view of Han River and Seoul city. A **Han River Cruise** in the evening will refresh you with fresh air and a riverside view. The Han River runs through the heart of Seoul, providing a retreat from the skyscrapers of the city.





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