Importance and Impacts of Strong Trademark Protection and Enforcement on Economy 4.0

On 3rd August 2017, the Asian Patent Attorneys Association ("**APAA**") organized the APAA Interim Meeting in Phnom Penh on the topic "Importance of a Strong Protection of IP System". Mr. Kowit Somwaiya, Managing Partner of LawPlus Ltd., spoke at the meeting on importance and impacts of strong trademark protection and enforcement on Economy 4.0.

He emphasized that intellectual property is a tool for development, especially for Economy 4.0. which is driven by innovation and knowledge and strong trademark system will support, encourage and facilitate Economy 4.0 achievement and help making the economy grow more and more. His presentation took about an hour followed by a panel discussion and Q&A session for 1 hour. The seminar was attended by around 80 attendees.

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