



Department for
International Trade

Department for International Trade
Singapore IP
Webinar
25 February 2021



Our objectives

We will:

1. Support and encourage UK businesses to drive sustainable international growth.
2. Ensure the UK remains a leading destination for international investment and maintains its number one position for international investment stock in Europe.
3. Open markets, building a trade framework with new and existing partners which is free and fair.
4. Use trade and investment to underpin the government's agenda for a Global Britain and its ambitions for prosperity, stability and security worldwide.



Global organisation

111 Countries

177 posts

**More than 1,400 staff
based in post**

DIT has an international network that:

- provides advice on the global market, and helps businesses win trading opportunities.
- drives demand for British goods, services and inward Investment opportunities.



Our trade focus in Singapore

1. Maritime
2. Financial Services
3. Infrastructure
4. Tech
5. Healthcare and Life Sciences

Additional support provided through our partnership with the British Chamber of Commerce.



Maritime 5 Year Plan



Promoting the UK's world class offer

1. Five Themes:
 1. Green Maritime
 2. Digitalisation
 3. Autonomous Vessels
 4. Marine Science
 5. Professional Services
2. Ask and offer agreement with industry
3. Plans for future events and key markets
4. Support for the overseas network
5. Inward investment proposition



DIT Maritime - The Year Ahead

- Webinars & other Virtual Events
- Maritime Technology Showcases
- National Shipbuilding Building Strategy
- Green Maritime
- FDI Proposition
- Physical Events.....

HFW

SHIPPING

INTRODUCTION TO MARITIME OUTLOOK & OPPORTUNITIES



**TOBY STEPHENS,
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HFW SINGAPORE
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INTRODUCTION TO MARITIME OUTLOOK AND OPPORTUNITIES SINGAPORE – FUTURE SMART

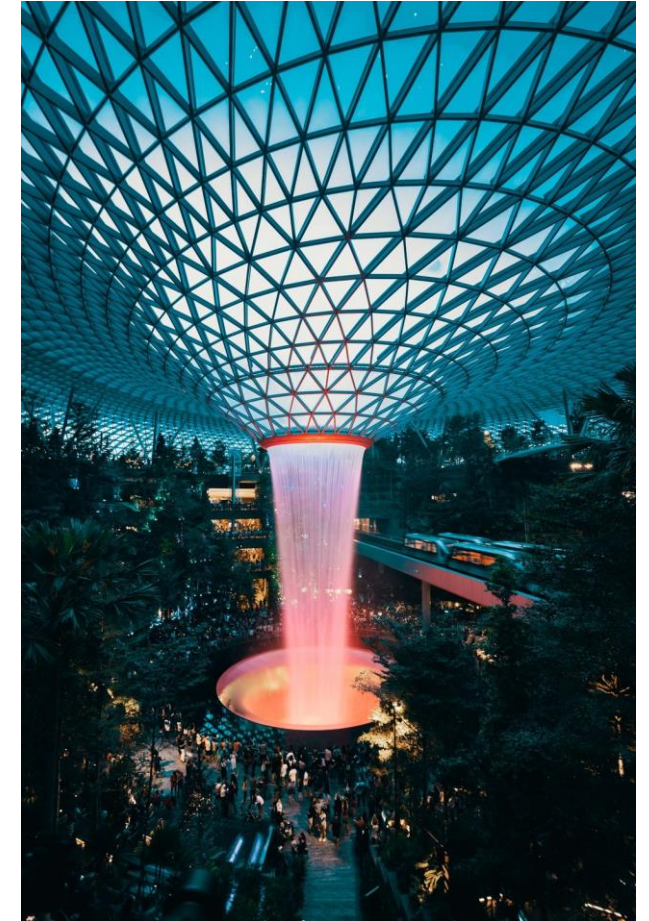
The Status Quo –

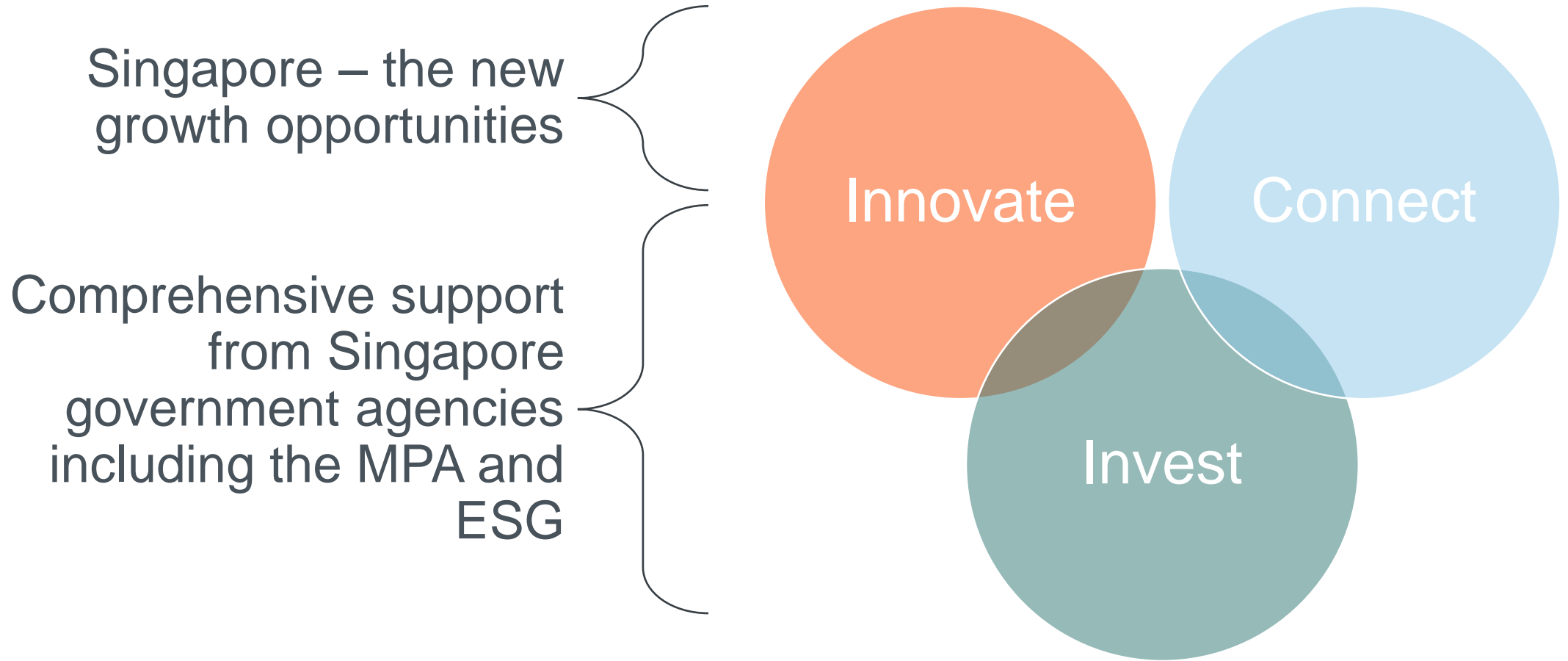
Singapore as the resilient transformative ‘Smart’ city and key opportunities in the maritime sector

Singapore - a
‘smart’ future

Digitalisation

Decarbonisation
– the greener
maritime future







INTRODUCTION TO MARITIME OUTLOOK AND OPPORTUNITIES DECARBONISATION – THE GREENER MARITIME FUTURE

Singapore – a Greener Maritime Future

Maritime Green Future Fund S\$40 million (approx. \$30 million) to develop and trial the use of technology and alternative marine fuels and electric vessels.

Maritime Singapore Green Initiative – initiative runs to 2014 to promote decarbonisation of shipping with four programmes

- Green Ship Programme
- Green Port Programme
- Green Energy and Technology Programme
- Green Awareness Programme
- Voluntary programme adopting practices over and above the relevant IMO requirement

IMO and Singapore NextGen - concept for the collaborative global ecosystem of maritime decarbonisation initiatives



Intellectual
Property
Office



British
High Commission
Singapore

Protecting your Intellectual Property (IP)

in Southeast Asia: Maritime Edition

Christabel KOH | Regional IP Business & Trade Advisor

DIT Maritime IP Webinar (Version: February 2021)

IPO | Making life better through IP

Intellectual Property Office is an operating name of the Patent Office

What happens when IP is stolen?



About Us

- Executive agency within Department of Business, Energy & Industrial Strategy (BEIS)
- Both rights granting and policy making agency; Focus on IP education and outreach, and supporting enforcement of IP rights
- Over 1,400 staff in Newport and smaller office in London as well as 7 IP Attachés outside the UK covering:
 - North America
 - Latin America & Caribbean
 - India
 - China & Hong Kong
 - Southeast Asia
 - Geneva

The Mission

- Know before you go
 - What is IP?
 - What are the main types of registrable/non-registrable IPs and intangible assets?
 - Importance of IP for business and the maritime industry
- Supporting you on your mission
 - Understanding the markets in SE Asia
 - IPO support and resource for UK companies
- What to look out for
 - Managing what is yours (and what isn't)



IP and its relevance to you

- What is IP?

It comes in many forms – Products we use and in the business you own – Includes trading logo, company website, business know-how, etc.

- Main types of registrable/non-registrable IPs and intangible assets

Registrable: Trade Mark, Patent, Design, Domain Name

Non-registrable: Copyright, Confidential Information, Trade Secrets

Intangible assets: Key skills, proprietary know-how, un-recorded inventions, processes, market data, information, contracts

- What does it mean to you?

These business assets are proprietary to you – To enforce your rights in other countries, you must register them under local laws – It is your responsibility to register your rights!



The Art & Science of IP Protection



IP Case Studies → <https://www.gov.uk/government/collections/ip-for-business-events-guidance-tools-and-case-studies>

IP & Maritime

- *“Most patents in the maritime industry arise from R&D in the oil and gas, offshore, fishing and engineering fields of unique industry.”* International Maritime Group
- *“**IPR protection is an underlying environment for ship safety and environmental protection;** because modern ships with increasing complexity cannot dispense with advanced technology. The significant industry investments have to be well protected against product piracy in order to maintain the competitive edge of innovative European manufacturers.”* International Maritime Organization
- *“It is no surprise that the number of **patent applications for marine and maritime innovation has rocketed** over the last decade.”* Thetius (a UK based marine innovation organisation)
- Provision in Paris Convention: A patent in a member country cannot be enforced against a visiting ship belonging to another member country when that ship is in international transport.

IP & Challenge Funds: Maritime R&D in Singapore

Smart Shipping

- Digitalisation & Computerised Technologies

Green Shipping

- Technologies related to energy efficiency and emission reduction

Port Technologies

- New digital solutions for environmentally sustainable port

Ocean Technologies

- Deep ocean technology modellings and studies

Aquaculture Technologies

- Technologies for domestic seafood production through land-based and oceanic aquaculture

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Equip yourself

- Understand your market
 - SE Asia is a diverse region, varied group and fragmented law
 - 655m people (210m more than the EU)
 - Economic growth continues to average 5.4%
 - Predicted to be the world's 4th largest economy in the world by 2030 after US, China and the EU
 - 4th largest exporting region in the world @ 7% of global exports
 - 3rd largest economy in Asia; 6th largest globally
 - Fastest growing internet economy in the world @ 124,000 new users each day
- Tools and support for you

Since 2012, over 30,000 businesses have benefited from interacting with us, tapping on IPO resource to prepare themselves before operating overseas – Support by the IP attaché network is worth combined £100m annually



Navigating Risks in ASEAN



1. Consult publications and websites on ASEAN IP rights and protection in general
 - **UK-ASEAN topical IP briefs**
(www.gov.uk/government/publications/applying-intellectual-property-rights-in-asean-markets)
 - **IPO know before you go IP business guides**
(www.gov.uk/government/collections/ip-for-business-events-guidance-tools-and-case-studies#business-guidance)
 - **Guidance on protecting your UK IP overseas**
(www.gov.uk/government/publications/protecting-your-uk-intellectual-property-abroad)
 - **EU-ASEAN IPR SME Helpdesk's country factsheets**
(www.southeastasia-iprhelpdesk.eu/)



Navigating Risks in ASEAN

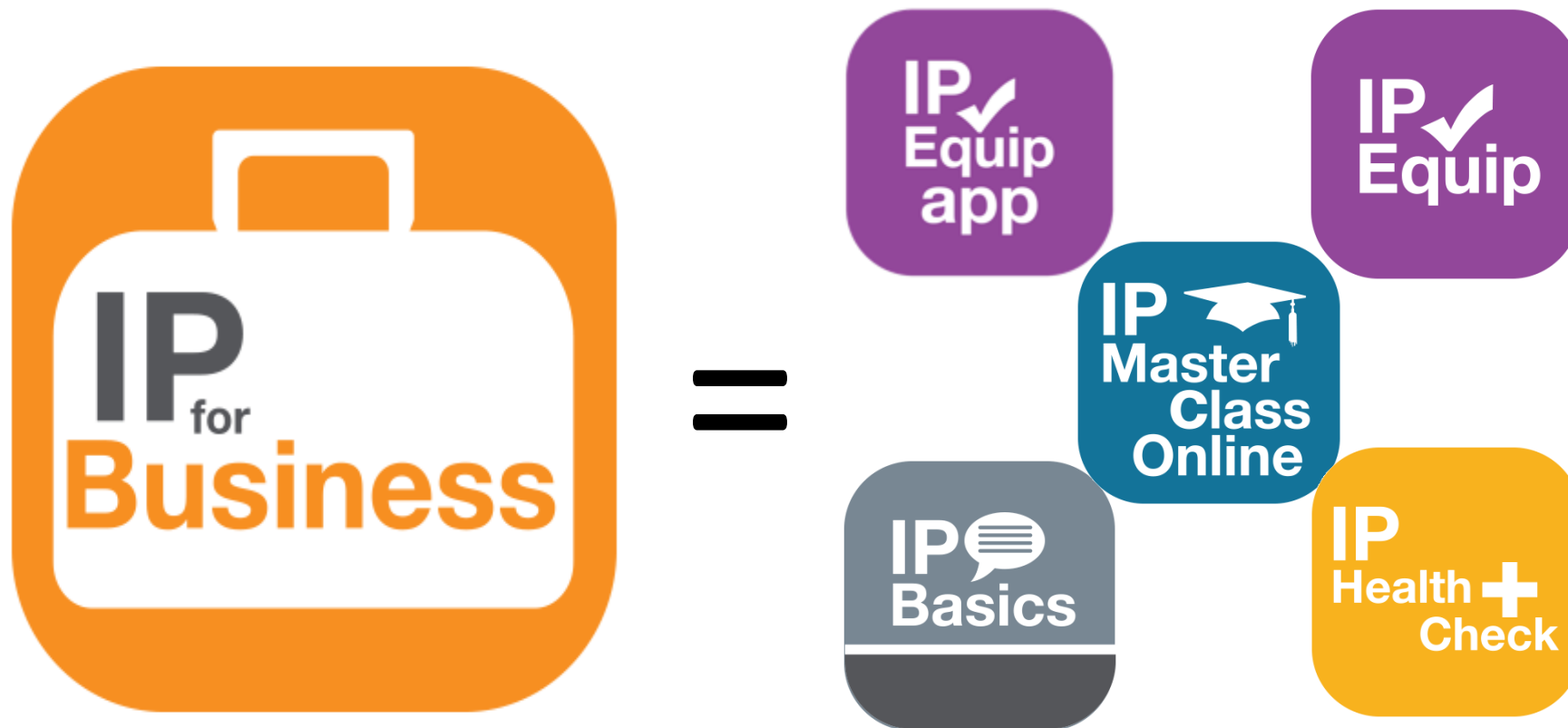
2. Undertake IP awareness events across the UK and overseas – **IPO road shows and webinars**
(www.gov.uk/government/publications/ipo-events-calendar/ipo-events-calendar)
3. Talk to other businesses already doing similar business in ASEAN – **British Chambers of Commerce, DIT and UK-ASEAN Business Council**
4. Consult agents, distributors and suppliers on how best to safeguard your rights – **Business IP strategy/plan**
5. Conduct due diligence and check with IP lawyers to see whether there have been previous registrations of your own marks, or other IP, in ASEAN, otherwise register your rights – **ASEAN TM, Design View and PatentScope**

Regional IP Initiatives

- ASEAN IP Portal (www.aseanip.org)
- ASEAN TM View (www.asean-tmview.org)
- ASEAN Design View (www.asean-designview.org)
- ASEAN PatentScope (www.wipo.int/patentscope)
- ASEAN Patent Examination Cooperation Programme (www.aseanip.org/Services/ASEAN-Patent-Examination-Co-operation-ASPEC/What-is-ASPEC)



Supporting British Businesses and their IP



IPO Business Suite → www.gov.uk/government/publications/intellectual-property-for-business/ip-for-business-tools

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Managing What's Yours (and what isn't)

- Multi-faceted IP strategy as IP may be protected differently overseas
- Know the rules of engagements and the wider regulatory frameworks
- Proper business contract and Freedom to Operate (FTO)
- Careful with technical publications
- Protect your trade secrets, confidential information, algorithms, register your trade marks, etc.
- IP is a private right and HMG cannot enforce rights for you overseas
- Protect your IP at (virtual) trade shows
- Know your competitors and players
- IP non-disclosure agreements (www.gov.uk/government/publications/non-disclosure-agreements)



Contact details of IPO Attachés to Southeast Asia

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Regional IPO Advisor (Team Lead)
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- Christabel KOH
Regional IP Business & Trade Advisor
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We also have IP attachés covering:

- North America
- Latin America & Caribbean
- India
- China & Hong Kong

HERON ADVISORY

**Maritime UK and UK Department
of International Trade Webinar**

Singapore, 25th February 2021



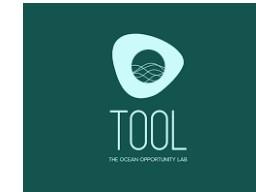
Developments in the
Maritime Tech Space
in Singapore & APAC

HERON ADVISORY

Singapore headquartered consultancy with a strong international network in the maritime and logistics industry, supporting startups and technology companies worldwide

Advisors to corporates, governments and accelerators. And early-stage investors through our partnership with Betatron Venture Group

Contact us at info@heronadvisory.com or visit www.heronadvisory.com for more information



Agenda

Singapore as a maritime tech hub

The role of the government

Accelerator programmes

Active investors

UK startup presence

Singapore as a maritime and logistics tech hub

Why Singapore?

Becoming number one

Key focus areas include;

Port and logistics

Maritime operations

Commodities

Trade and trade finance

Decarbonisation

The role of the government

Maritime & Port Authority (MPA)

PIER71

MPA Living Lab

MINT Fund

Enterprise Singapore

SEEDS Capital Maritime Fund

Economic Development Board

Accelerator programmes & startup challenges

PIER71 - Smart Port Challenge

EPS Techstars

Rainmaking Transport TTIP

Entrepreneur First

PortXL (AugustOne)

Ocean of Opportunities Challenge
(ONE/Symphony Solutions)

Captains Table Innovation Challenge
(Hong Kong)

Active Investors

EPS/Techstars

Rainmaking Transport/Ocean Ventures

Innoport (Bernhard Schulte)

PSA Unboxed

Quest Ventures / ShipsFocus

KSL Maritime Ventures

Reefknot Ventures

Betatron Venture Group

UK startup presence

BunkerEx

Cyberowl

GreyWing

You?

HERON ADVISORY

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