

# What's the big deal?

Monday April 18th 2016 • Tokyo

08:00 - 08:30 Breakfast • 08:30 - 10.30 Meeting & discussions

The Trans-Pacific Partnership (TPP) which encompasses 12 countries in Asia and the Americas, 40% of global GDP, one-third of international trade and over 700m people, has been heralded as a '21st-century agreement' and 'the biggest multilateral trade deal in 20 years'. For American exporters alone 18,000 individual tariffs will be reduced to zero with similar gains for firms in the remaining 11 members. Assuming the deal is successfully ratified, the TPP should provide a welcome boost to member economies of around 1% of GDP by 2025, with the impact on emerging-market signatories likely to be by far the biggest.

Yet tariffs in the region were relatively low to begin with and it is the TPP's focus on freeing up trade in services that is more important. By defining the rules of the road, TPP promises greater access to markets for more providers in a region where demand for infrastructure, energy, financial and professional services, information and communications technology, and healthcare is burgeoning. Moreover, the TPP's investment chapter guarantees important protections to these investors including provisions for intellectual property rights (IPR) and investor-state dispute settlement procedures.

Join us as we convene a panel discussion of specialists to firstly review the TPP's key provisions and current status before focusing in on IPR and related issues. Beyond the IP chapter itself, we examine how IP issues are approached throughout the agreement, the relevance in areas such as competition and customs provisions, and the implications for broad spectrum of sectors from e-commerce, telecommunications and logistics to pharmaceuticals, biologics and financial services.

To register please contact Rei Hayashi at  
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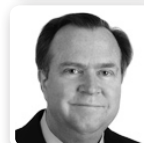
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## Speakers:



Andrew Staples  
Director  
**The Economist Corporate Network**



Kevin O'Brien  
Partner, Washington, DC - Chair of the  
firm's North America IP Practice Group  
**Baker & McKenzie**



Kensaku Takase  
Partner, Tokyo - Member of the firm's  
IP/IT/EC Practice Group  
**Baker & McKenzie**



Koji Tsuruoka  
Representative of the  
**Government of Japan**  
Ambassador  
Chief Negotiator for the TPP



Takayuki Kitajima  
General Counsel, North East Asia  
Representative Director  
**Unilever Japan**

**Note:** These meetings are limited to senior-level executives of an organisation. **Per invitation only.**