

## Continuing Legal Education Session: Doing Business in Asia

Dear valued clients, colleagues and friends,

We are pleased to announce that our Partner and Head of the [Intellectual Property Practice Group](#), [Karen Abraham](#), will be speaking at a webinar titled “**Continuing Legal Education Session: Doing Business in Asia**” organised by the University of Adelaide on **7 April 2022 (Thursday) at 5.00 pm until 6.00 pm Adelaide time (3:30PM - 4:30PM Malaysian time)**.

This webinar will cover:

- A general overview on contract and business negotiations in Asia, due diligence issues, general commentary on cultural challenges, risks and benefits of joint ventures and dispute resolution.
- An overview of the types of Intellectual Property assets that should be protected and its importance of when conducting business in Asia and beyond.
- Intellectual Property protection mechanisms available in ASEAN and how businesses can utilise these mechanisms in this rising global market.
- Marketing strategies that should be adopted to harness business in the ASEAN region.

Click [here](#) for more details and to register.

### Speakers:



**Karen Abraham**  
Head, Intellectual Property Practice  
Shearn Delamore and Co., Kuala Lumpur



**Richard Kimber**  
Consulting Principal  
Keypoint Law, Adelaide