

## Book Launch on Geographical Indications at the Crossroads of Trade, Development, and Culture: Focus on Asia-Pacific



*From left: Associate Professor Dan W. Puchniak, Director of the Centre for Asian Legal Studies (CALs), Professor Simon Chesterman, Dean, National University of Singapore Faculty of Law (NUS Law), Professor Irene Calboli (Editor), Lee Kong Chian Fellow and Visiting Professor, Singapore Management University (SMU), Professor Ng-Loy Wee Loon (Editor), NUS Law and Mr Denis Croze (Guest-of-Honour), World Intellectual Property Organisation (WIPO) Singapore Office Director*

The Centre for Asian Legal Studies (CALs) was pleased to organise a book launch on 18 September 2017 for Professor Ng-Loy Wee Loon and Professor Irene Calboli to celebrate the publication of their edited volume entitled “Geographical Indications at the Crossroads of Trade, Development, and Culture: Focus on Asia-Pacific”.

At the book launch, the Guest-of-Honour, Mr Denis Croze, WIPO Singapore Office Director, spoke about the importance of geographical indications in today’s economy and how the book edited by Professor Ng-Loy and Calboli fills an important vacuum in the legal literature by focusing on one of the fastest growing geographical areas of the world: Asia-Pacific.

The editors, Professor Ng-Loy Wee Loon from NUS Faculty of Law and Professor Calboli from SMU School of Law shared on how their research project came about which led to the publication of the book and their perspectives on the book.

They noted that, historically, few topics have proven as controversial in international intellectual property as the protection of geographical indications (GIs). Despite the attempt to reach a common ground at the international level, countries worldwide continue to quarrel today as to the nature, the scope, and the enforcement of GI protection nationally and internationally. Thus far, however, there is little literature addressing GI protection from the point of view of the Asia-Pacific region, even though countries in this region have actively discussed the topic and in several instances have promoted GIs as a mechanism to foster local development and safeguard local culture. Thus, they said, they decided that the time had come to fill this void. Thanks to the support of CALS, Professors Ng-Loy and Calboli could secure the necessary funding to organize a conference with experts from the Asia-Pacific region, and the discussion at the conference led to the publication of this book.

The book is available as Open Access. Further details on the book is available from Cambridge University Press [here](#).



*NUS Law Dean, Professor Simon Chesterman gives the Welcome Address.*



*Guest-of-Honour Mr Denis Croze, WIPO Singapore Office Director addresses the audience.*



*Professor Ng-Loy Wee Loon and Professor Irene Calboli sharing their perspectives on the book.*



*NUS Law Dean, Professor Simon Chesterman receiving the book on behalf of NUS Law.*



*Professor Irene Calboli and Professor Ng-Loy Wee Loon presenting their book to CALS Director, Associate Professor Dan W. Puchniak in appreciation of CALS' support for their research project leading to the book publication.*



*Associate Professor David Tan, Vice Dean (Academic Affairs), NUS Law and Associate Professor Margaret Fordham from NUS Law with a guest at the book launch.*



*Guests browsing the book at the launch.*



*Book signing by Professor Ng-Loy Wee Loon and Professor Irene Calboli at the launch.*

