Session 7.2
EMERGING MARKETS:
Are you ready to advise your clients?

Moderator: Bastiaan Koster (ZA), Von Seidels

Speakers: Fernando dos Santos (ZW), ARIPO (Director General)
Andres Melossi (CL), Beuchat, Barros & Pfenniger
Essenese Obhan (IN), Obhan & Associates
**Speaker Information**

**Fernando dos Santos**
- Director General of ARIPO
- ARIPO covers some 19 countries. Amongst other things ARIPO aims to promote and harmonize the development of IP laws in the region and to provide a filing portal for registering IP rights.

**Andrés Melossi**
- Managing Partner

**Essenese Obhan**
- Founding Partner
- Intellectual Property attorney registered with the Bar Council of India.
- Patent Agent with a degree in mechanical engineering.
- Vast expertise in the mechanical, pharmaceutical, software and telecom sectors.
The BRIC countries (Brazil, Russia, India and China) are often cited as examples of nations that are progressing towards becoming developed markets and therefore of interest to investors and companies seeking a higher return, notwithstanding greater risk. But what about other countries and regions? The panel will take a look at Africa, Chile and one of the BRIC countries, India, to see what policies are being put in place to support the growth of a design industry as well as sufficient and efficient protection for trade marks.
<table>
<thead>
<tr>
<th>Country</th>
<th>GDP 2015 (USD Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>11,064</td>
</tr>
<tr>
<td>India</td>
<td>2,111</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>1,365</td>
</tr>
<tr>
<td>Brazil</td>
<td>1,803</td>
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<tr>
<td>Africa</td>
<td>1,927</td>
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<tr>
<td>South Africa</td>
<td>317</td>
</tr>
<tr>
<td>Chile</td>
<td>242</td>
</tr>
</tbody>
</table>
Growth Rate 2005-2015

The chart illustrates the growth rate for various countries from 2005 to 2015. The countries include Brazil, Russia, India, China, Chile, South Africa, and Africa. The y-axis represents the growth rate percentage ranging from -8.00% to 14.00%, while the x-axis shows the years from 2005 to 2015.
Growth Rate
2010 – 2015
Thank You

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