

INVITATION TO A WEBINAR

organized by FICPI Sweden

on 29 April 2026

9:30 to 11:30 CET (Stockholm)

Not able to attend? Don't worry, the webinar will be recorded

Preparing for the shift: IP Readiness in the Indo-Pacific

Shifting global trade patterns are reshaping how and where companies need to protect their innovations and brands. For companies, innovators and start-ups with international growth ambitions, this calls for a more strategic and forward-looking approach to IP portfolio planning—particularly for patents and trademarks.

Current analyses point to the growing importance of the Indo-Pacific region for European and Swedish businesses. Alongside established markets such as the EU, the United Kingdom, the United States, China and Japan, countries including India, Indonesia and Australia are becoming increasingly relevant export destinations. These developments have also been highlighted by the Swedish National Board of Trade (Kommerskollegium).

In this seminar, FICPI Sweden brings together IP specialists to share practical, jurisdiction-specific insights into key Indo-Pacific markets. The programme covers both patent and trademark perspectives.

Patent practice topics include *e.g.* patent eligibility, amendment and divisional practice, highlighting how local rules and practices differ from those in Europe and before the EPO. In addition, the seminar addresses trademark practice in Australia, Indonesia and India, with a focus on key differences compared to Sweden and Europe.

The seminar aims to help participants identify common challenges and potential pitfalls and better understand how to build robust and well-adapted IP protection in the Indo-Pacific region as part of an effective global IP strategy.

SEMINAR PROGRAM 29 April 2026

Preparing for the shift: IP Readiness in the Indo-Pacific

(the below times are Central European Summer Time, CEST)

9:30

WELCOME ADDRESS

Louise Jonshammar, President FICPI Sweden

Michael Andersson, Vice President FICPI Sweden

9:40 – 10:00

Patenting Challenges and Opportunities in Australia

Dr Ronelle Geldenhuys, Principal at JONES MAXWELL SMITH & DAVIS



Ronelle is a registered Trans-Tasman patent attorney with over 15 years of experience in patent prosecution, IP strategy, and patentability analysis across software-implemented inventions, AI, electronics, and telecommunications. Her practice spans both drafting and prosecuting patent applications and advising clients on infringement, validity, and freedom to operate. She has particular expertise in patent eligibility for computer-implemented inventions under Australian law, a topic that has undergone significant judicial and administrative development in recent years.

An active contributor to IP policy and practice discourse, Ronelle regularly participates in consultations with IP Australia. Her research contributions relating to the experiences of women in IP have been published in leading international journals including the Journal of Intellectual Property Law and Practice. She serves as Secretary of FICPI Australia and regularly speaks at IP conferences, including the FICPI World Congress 2025. Ronelle holds a Ph.D. in Electro-Optics from Eindhoven University of Technology and a Master of Industrial Property from the University of Technology Sydney, where she also teaches as a part-time lecturer.

10:00– 10:20

Patenting Challenges and Opportunities in Indonesia

Arifia Fajra, Principal, Indonesia Head of Patent Agency Group, Rouse



Arifia is a registered IP Consultant with more than 20 years of experience. She is head of the Patent & Design Prosecution team in Indonesia.

Arifia holds a dual degree in Chemical Engineering and Law. She is known for her ability to handle complex patent prosecution and patent advisory matters. Some of her recent work have achieved recognition in legal and IP directories. Arifia's technical expertise is reflected in both her client work and published articles. She also provides consultancy services including patent drafting, patent search analytics (patent landscape, freedom to operate analysis, due diligence), patent infringement, invalidation, licensing, and advisory.

She frequently speaks and serves as a moderator at IP seminars and events and actively delivers in-house IP training to both local and international multinational companies.

Arifia is a member of CET (Commission d'Etude Travail) - IP Enforcement and ADR for Federation Internationale des Conseils En Propriete Intellectuelle (FICPI) and the Standing Committee on Patents for Association International pour la Protection de la Propriete Intellectuelle (AIPPI). She is also a member of the Standing Committee on Patents for the Asian Patent Attorney Association (APAA).

10:20 - 10:40

Patenting Challenges and Opportunities in India



Richa Pandey, Partner CMS INDUSLAW

Richa brings over two decades of experience spanning the full spectrum of intellectual property law. She holds wealth of experience in patents and broader IP strategy, further enhancing the firm's capabilities in advising clients on complex, innovation-led matters. Her core areas of focus include patent drafting, prosecution, oppositions, enforcement, litigation strategy, and portfolio management. With a dual academic background in science and law, Richa brings a strong technical foundation to her advisory work.

Richa has represented clients across life sciences, pharmaceuticals, medical devices, chemicals, consumer products, engineering, and emerging technologies. She is a frequent speaker at national and international IP forums and contributes regularly to thought leadership in patent law. Richa was named the "Woman to Watch" by the American Intellectual Property Law Association (AIPLA). She is also an elected member of the executive council of FICPI, India and is part of FICPI International as the Associate Reporter General.

Richa is the President of the LES (Licensing Executive Society) India. She also serves as the Vice-chair of LES, Asia Pacific and Life Sciences committee.

10:40 – 11:00

Trademark Practice in Australia, Indonesia and India



Ann-Charlotte Järvinen, Partner AWA

Ann-Charlotte has experience both from working as a commercial IP lawyer at two different consultancy firms and from working as an in-house IP Legal counsel at the high-technology engineering group Sandvik. She has also worked as a Legal Officer at the Swedish Patent and Registration Office.

Her blend of experience from the administrative, corporate and private practice spheres allows her to provide clients with a comprehensive view of their intellectual property needs.

Ann-Charlotte is recognized as one of the world's top trademark lawyers by the industry publications Who's Who Legal and World Trademark Review. She is also an active participator in the IP and business communities, authoring articles for the World Trademark Review, and speaking at the Internet in Focus Conferences.

11:00-11:30

Summary and closing remarks

General Information

Registration

Webinar attendance: register at this [link](#) no later than **April 28**. Please indicate your **name** and **invoice address**, and whether you are a **FICPI member**.

Attendance in person: We are happy to welcome you to join the seminar in person at AWA Sweden in Stockholm. Register by email to info@ficpiseden.se no later than **April 28**. Please indicate your **name** and **invoice address**, and whether you are a **FICPI member**. Address: Jakobsbergsgatan 36, 7th floor.

Price:

Attendance (webinar and in person): 500 SEK for non-FICPI members, verified FICPI members join the webinar without charge.

The registration fee will be invoiced; your payment is expected within 10 days.

FICPI Sweden

FICPI Sweden is the Swedish part of FICPI which is an international organization, with members from more than 80 countries. FICPI works for patent and trademark attorneys in the free profession, with issues relating to their daily work as well as IP law issues on a global scale. The membership in FICPI Sweden, which is prerequisite for membership in FICPI International, provides a global network of IP professionals, and a possibility to understand and participate in the development of IP law throughout the world.

FICPI Sweden runs regular seminars focusing on current issues and trends in IP being of interest to IP practitioners. The seminars are open for all, but FICPI members enjoy a reduced registration fee. If you are interested in membership, send an email to info@ficpiseden.se for more information.

Membership in FICPI Sweden

Anyone who applies for membership in FICPI Sweden (contact info@ficpiseden.se) will enjoy a reduced membership fee for two years and will enjoy no charge for this seminar. The reduced membership fee is 500 SEK, payable to FICPI Sweden upon being accepted as a member. Please note that only IP professionals in private practice are eligible for FICPI membership.

CLE Credits

FICPI Sweden submits all its seminars to Swedish *Patentombudsnämnden* for your convenience when you report the seminar as part of your Continued Legal Education (CLE, *Sw. Professionell Vidareutbildning, PVU*) in Sweden.