

MAKING A GLOBAL MARK:

trademarks, the underappreciated asset



PANELLIST BIOGRAPHY:



Andrew Hudson (MC)

Partner, Rigby Cooke Lawyers , and ECA Board Member

Andrew Hudson is a Partner in Rigby Cooke Lawyers, with significant expertise across international trade law and customs.

Andrew is a trusted and highly-regarded industry adviser to businesses, industry associations, other peak bodies and Government, and regularly consults on legal and trade developments that affect Australian and international businesses. He is also a prolific media commentator.

He assists importers, exporters, licensed customs brokers, freight forwarders, shippers, marine insurers and trade financiers, and other industry parties with procedural and legal advice, including reviews and litigious matters. This advice is provided in Australia and overseas, where Andrew works with a network of colleagues at law firms across the world.

Andrew specialises in all areas of trade including international trade conventions, dispute resolution and arbitration, trade financing options, commodity and freight contracts. He represents his clients' best interests during inquiries or prosecutions by government agencies, in matters involving dumping and alleged underpayments of customs duty, alleged breaches of licence conditions by service providers (such as licensed customs brokers) and any associated litigation.

Andrew is a member of the board of directors of the Export Council of Australia (ECA) and the Food and Beverage Importers of Australia (FBIA), and is regularly engaged in these capacities to advise the government agencies and peak industry bodies operating across Australian border control.



Justine Hall

General Manager of Customer Experience Group, IP Australia

Justine is the General Manager for the Customer Experience Group overseeing a range of functions including core IP rights administration and support, contact centre and quality management, internal and external communications, digital services and public education and awareness. The groups focus is on understanding and improving the customer journey and driving improvements to IP Australia's systems and processes based on customer feedback.

Justine's background includes Corporate and Program Delivery roles at the Departments of Industry and Defence. Justine has extensive experience implementing projects and programs that improve the delivery of corporate services and support; leading teams through organisational change (including Machinery of Government Changes); and in the provision of strategic support to multiple Minister's and the Executive.

Justine has a Bachelor of Arts (Political Science and International Relations) and an Executive Master of Public Administration both from the Australian National University.



Michael Falk

Chief Economist, IP Australia

Michael Falk is the Chief Economist at IP Australia and leads the Office of the Chief Economist's program of economic research, advice and publications such as the Australian IP Report. Michael joined IP Australia in 2019 as an opportunity to shape policy thinking through evidence and help Government address challenges at the nexus of innovation and trade.

Michael has over a decade's experience in research, strategy and communications roles across government, academia and industry. As digital technology upended traditional media models, he worked with the executive teams of first-mover digital startups to devise entrepreneurial strategies. He has a PhD in the management of technological innovation from Melbourne Business School, and a Masters in Publishing and Communications from the University of Melbourne.



Emma Simpson

Senior Associate, Corporate & Commercial Group, Rigby Cooke Lawyers

Emma Simpson is a Senior Associate in the Corporate & Commercial group, Rigby Cooke Lawyers.

She has over ten years of legal experience specialising in corporate and commercial advice, commercial contracts, privacy and data protection and intellectual property.

Emma has extensive in-house experience gained while on secondment and spanning over one and half years of her career.

Emma's clients value her practical understanding of the commercial realities and pressures they face and her pragmatic and cost-effective approach to achieving her client's outcomes.



Hussein Rifai

Chairman of the Board, SPC Global, and Executive Chairman, Perpetuity Capital Pty Limited

Hussein Rifai, Chairman of the Board, SPC Global & Executive Chairman, Perpetuity Capital Pty Limited. Hussein has been advising clients on creating substantial revenue streams, building successful businesses and growing organisations through M&A for 26+ years. An astute business adviser, he is able to identify, negotiate, execute and complete complex business transactions across multinational jurisdictions. His experience extends sectors in Australia, North America, Europe, Asia Pacific and Middle East.

Hussein's professional history includes work with Ernst & Young, GE Healthcare, World Bank, IDB, EDB, Gulf Finance House, and Disney. He specialises in: capital solutions, M&A, business strategy, complex contract negotiations, funds management, multi-jurisdiction investment including emerging markets and Sharia compliant finance.



Leon Lin

Export Manager Asia Pacific, Blue Pyrenees Estate

Leon Lin was born in Taiwan and moved to Brisbane Queensland in 1995. Subsequently, he had begun his international trading journey with Ansell Limited from 2002 after completed Bachelor of Commerce in Griffith University.

Leon joined wine industry from 2007 and he has been worked with several major wineries such Tisdal Wine, Hanging Rock winery, Capel Vale Wine and Clyde Park Vineyard. Currently, he is exporting wine into Singapore, Taiwan, Japan, South Korea and China.

He has extensive experience of exporting into various key Asia Pacific Market as well as develop business from scratch.