



NATIONAL TRAINING

WIPO-ASRT/IP/TISCS/CAI/23
ORIGINAL: ENGLISH
DATE: JANUARY 29-31, 2023

National Project on Enhancement of IP Commercialization Capacity of TTOs / TISCS in Academic and Other Institutions in Egypt – Training on IP Valuation

organized by
the World Intellectual Property Organization (WIPO)

and
the Academy of Scientific Research and Technology of Egypt (ASRT)

Cairo, January 29-31, 2023

PROVISIONAL PROGRAM

Sunday, January 29, 2023

08:30 – 09:00

Registration

09:00 – 09:30

Opening Ceremony and Welcome Addresses

Representative of WIPO, Geneva, Switzerland

Representative of the Academy of Scientific
Research and Technology of Egypt (ASRT)

Representative of the Egyptian Patent Office.

09:30 – 09:40

Coffee Break

THEME I – INTRODUCTION TO IP VALUATION BASICS

09:40 – 10:10

Topic 1

IP Valuation in Academic Institutions

Speaker: Ms. Olga Spasic, Head, Technology
Transfer Section, IP for Innovators Department
(IPID), IP and Innovation Ecosystems Sector,
WIPO, Geneva, Switzerland

10:10 – 10:40

Topic 2

Fundamentals of Intangible Assets Valuation

- Quiz
- Introduction - Intangible Assets
- IP Value and Usage
- The Valuation Process
- Valuation in Different Contexts
- IP Valuation and Cross-border Technology
Transfers

Speaker: Mr. André Gorius, President of Govalia,
Partner at Winnotek, Expert in IP Valuation;
Former Chair of the IP Valuation Committee,
Licensing Executives Society International (LESI)
(France).

10:40 – 11:10

Topic 3

Methodologies and Their Limits

- Methods based on Costs;
- Methods based on Market Comparisons;
- Methods based on Revenues;
- Examples;
- Exercise - Choice of Method.

		Speaker: Ms. Veronique Blum, Associate Professor Université Grneoble Alpes, President of AMAVI and President of StradiValue, Chair of IP Valuation Committee, Licensing Executives Society International (LESI) (France).
11:10 – 11:40	Topic 4	Topic 3 - Revenue-Based Methods - Discounted Cash Flows <ul style="list-style-type: none">– Discounted Cash Flows– Discounting and Alternatives– Strategic Decision Making– Examples– Exercises– Real Options – Example Speakers: Mr. André Gorius and Ms. Veronique Blum
11:40 – 12:00		Questions and Answers
12:00 – 12:10		Coffee Break
12:10 – 13:00	Topic 5	IP Valuation Practices in Academic Institutions in the Arab Region Speaker: Ms. Fadia Homeidan, Director, Office of Grants and Contracts & Technology Transfer Unit & Centre for Research and Innovation, American University of Beirut (Lebanon)
13:00-13:50	Topic 6	IP Valuation Practices in Academic Institutions in Egypt Speaker: Mr. Ahmed Ellaithy, Associate Director of Technology Transfer, New York University Abu Dhabi (UAE)
13:50 – 14:40	Topic 7	Key Parameters, Variability and Sensitivity <ul style="list-style-type: none">– Royalty Rates– Cost of Equity / Discount Rates– Monte-Carlo analysis– Live exercise - Valuation of a Given Patent– Impact of IP Strategy Speakers: Mr. André Gorius and Ms. Veronique Blum

14:40 – 14:50	Questions and Answers
14:50 – 15:00	Quiz
15:00 – 15:10	Wrap-up and Conclusion

Monday, January 30, 2023

THEME II – COACHING SESSION ON THE REAL CASE STUDIES

10:00 – 11:30	Coaching Session on IP Valuation Projects of the Beneficiaries (Day 1) – Case Studies to be submitted by Beneficiary Institutions Coaches: Mr. André Gorius and Ms. Veronique Blum
11:30 – 11:40	Coffee Break
11:40 – 13:30	Coaching session on IP Valuation Projects of the Beneficiaries (Day 1)

Tuesday, January 31, 2023

10:00 – 11:30	Coaching Session on IP Valuation Projects of the Beneficiaries (Day 2) – Case Studies to be submitted by Beneficiary Institutions Coaches: Mr. André Gorius and Ms. Veronique Blum
11:30 – 11:40	Coffee Break
11:40 – 13:00	Coaching Session on IP Valuation Projects of the Beneficiaries (Day 2)
13:00 – 13:30	Review of the Lessons Learned and Conclusions Moderators: All Speakers
13:30 – 14:00	Discussion on the way forward and Closing Ceremony Moderator: Ms. Olga Spasic

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