



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

## Summary of Feedback from 25 Delegates

	Yes	No
Did the Cardiff venue for this year's forum appeal to you?	25 (100%)	0
Did you find travelling to Cardiff easy?	23 (92%)	2 or N/A
Would you return to Wales for future events?	21 (84%)	1 3 – N/A
Overall, how would you rate your trip to Wales? (Please circle answer)		
Great - 23 (92%)      No Opinion/Not Applicable - 1      Poor - 0		
<b>Comments</b> <ul style="list-style-type: none"> <li>▪ More than met expectations, an exceptionally well organised and delivered event, a credit to the Welsh Assembly</li> <li>▪ Program / venue support was very well done</li> <li>▪ The whole experience has been very worthwhile giving knowledge, insight, sharing information and the wonderful welcome from the Welsh Assembly Government</li> <li>▪ Dinner at the Castle was a highlight</li> <li>▪ It is a long travel from Spain but it's worth it. I liked very much Cardiff and the Welsh people are very helpful and nice.</li> <li>▪ Nice weather! Modern city, clean, agreeable citizens</li> <li>▪ Many thanks for hospitality, wide range of topics and loads of presentations (especially for materials in paper form)</li> <li>▪ Based in Swansea</li> <li>▪ Castle is a fantastic venue. Point out where Stadium entrance is</li> </ul>		

Venues
What did you think about the Millennium Stadium as a conference venue? (Please circle answer) <p style="text-align: center;">Great - 21 (84%)      Good - 1      No Opinion - 2      OK - 1</p>
If you attended the dinner at Cardiff Castle, what did you think of the venue? <p style="text-align: center;">Great 21 (100% of those who attended the dinner and completed the form) Other 4 did not attend the dinner</p>



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If you answered 'Poor' or 'No' to any question, please tell us how it could have been improved:

[No comments received](#)

Event Organisation	Yes	No
Did you find that the event was well organised?	25 (100%)	0
Did you find the information in the Registration Pack useful?	23 (92%)	1 N/A – 1
If you answered 'No' to either question, please tell us how it could have been improved:		
<a href="#">The information pack was very wasteful. At least double side print and ideally put it up online!</a>		

Agenda	
Please rate the topics covered in terms of relevance to you and your company using the number below:  1 – Relevant and Interesting 2 – Interesting but not relevant 3 – Not relevant at all	
Theme 1: Marketing Activities and Services of Intellectual Property (IP) Offices and Innovation-Related Institutions on Effective IP Asset Management for the Improved Competitiveness of Business and Industry <a href="#">84% of delegates found this relevant and interesting</a>	1 – 21 2 – 2 3 – 1 N/A - 1
Theme 2: Intellectual Capital Readiness New and Improved Activities, Outreach and Support Programs on IP and Financing <a href="#">56% of delegates found this relevant and interesting</a>	1 – 14 2 - 8 3 – 1 N/A - 2
Theme 3: Business Support Services <a href="#">80% of delegates found this relevant and interesting</a>	1 – 20 2 – 5



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**Were there any topics which you would have liked to have seen on the agenda that could be considered for future events?**

- Move to harmonisation of the EPO System to minimise cost and maximise protection
- \*Arising awareness with SMEs for IP issues
  - \*Overcome 'visibility' problems (lack of visibility) of IP offices with SMEs
  - \*Right communication of IP support services for SMEs
- Managing IP in an open innovation system  
Workshops on managing IP in practice/use of case studies / opportunity for greater interaction
- Link between IP & exploitation mindful of EU Competition Law
- Focus on driver / motivation of SMEs to adopt changed IP behaviour
- I would like to hear more stories of successful SMEs
- IP in creation / cultural industries
- The programme was a good mix. For variety at a future event there could be a session on web-delivered services & e-learning. Also a session on related projects coming from the European Commission
- Some more Welsh SMEs presenting their experience on IP, and their opinions on the support plans directed to them
  - The (r)evolution of the IP market -  
Patent Auction / Market places  
There is an IP Market like any other foods market
- This topic was briefly mentioned but I would have liked to see this discussed in more detail: more examples of how SMEs can take part in open innovation models & bring in others to either add value or to spin out / licence out IP  
I would also have liked to hear from some actual SMEs rather than only from IPOs or support agencies (and not a law firm but an SME with real IP)
- \*IP diagnostic tools
  - \*Deposit of IP in Benelux countries eg computer programmes, results of research, music etc.
  - \*new and improved programmes and services of IP offices for supporting the business use of IP assets
- Theme 1
- Perhaps a case study of how an SME has successfully implemented an IP management strategy
- The IP protection available to an umbrella organisation that uses / helps create a number of patents from other companies as part of the whole machine / machines / industry



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### Any other comments?

- Thank you for two very interesting and wonderful days in Cardiff; I regret having to go home tonight
- 1st Conference, will be attending next years event. Thank you.
- Any possibility of videotaping speakers?
- The indications how to arrive to the conference venue should have been better - it was difficult to find the right entrance to the Millennium Stadium
- A very rewarding experience, worth attending
- Very well organised. Great achievement to get the Minister Baroness Morgan and First minister Rhodri Morgan to attend. Well done.
- Thank you very much for the excellent organisation and the interesting topics
- Avoid presentation without Power Point  
Avoid presentation of private firms selling their business!  
It was very interesting event
- Why not run a market place / swap shop concept inviting young innovators / entrepreneurs to meet the delegates and pick their collective brains.
- As interest in SMEs is extensively growing in Latvia, we are interested to extend an office external communication towards partners in knowledge (with individuals and managers of SMEs) and improve cooperation of office with chambers of commerce and governmental institutions and non governmental associations of professional groups.