



MULTIMEDIA DEVELOPMENT
CORPORATION



INTELLECTUAL PROPERTY
CORPORATION OF MALAYSIA



TRAINING OF TRAINERS PROGRAM

WIPO/SMES/KUL/11/INF/1 PROV.
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WIPO TRAINING OF TRAINERS PROGRAM ON EFFECTIVE INTELLECTUAL PROPERTY ASSET MANAGEMENT BY SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)

Organized by
the World Intellectual Property Organization (WIPO),
Multimedia Development Corporation (MDeC) *and*
the Intellectual Property Corporation of Malaysia (MyIPO)

**MSC Malaysia Innovation Centre, Cyberjaya, Malaysia,
February 21 to 25, 2011**

PROVISIONAL PROGRAM
prepared by the international bureau of WIPO (amended by MDeC)

Monday, February 21, 2011

10. – 10.15 Opening Ceremony: Representatives of MDeC, MYIPO and WIPO
- 10.15 – 11.15 Introduction to the World Intellectual Property Organization (WIPO) and its Small and Medium-sized Enterprises (SMEs) Division; Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs
- Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises Division, WIPO, Geneva, Switzerland
- Resources: Module One of IP PANORAMA multimedia toolkit
- 11.15 – 11.30 Tea/Coffee Break
- 11.30 – 12.45 “Making a Mark” – The Importance of Trademarks in Establishing a Distinct Identity in the Marketplace
- Speaker: Ms. Chew Kherk Ying, Senior Partner, Messrs Wong & Partners
- Resources: Module Two of IP PANORAMA multimedia toolkit
 “Making a Mark”
- 12.45 – 13.45 Lunch Break
- 13.45 – 15.00 “Looking Good” – The Appeal of Designs in Getting Noticed by the Customer
- Speaker: Ms. Chew Kherk Ying
- Resources: Module Two of IP PANORAMA multimedia toolkit
 “Looking Good”
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 14.30 “Inventing the Future” – The Importance of Inventive and Innovative Activity in Maintaining Competitiveness
- Speaker: Mr. P. Kandiah, Senior IP Consultant, KASS International Sdn. Bhd.

Resources: Module Three of IP PANORAMA
 “Inventing the Future”

Tuesday, February 22, 2011

10.00 – 11.15 “In Confidence” – Putting in Place a Trade Secret Protection Program “
 Speaker: Mr. Anil Sinha, Counsellor, SMEs Division, WIPO
 Resources: Module Four of IP PANORAMA
 “In Confidence”

11.15 – 11.30 Tea/Coffee Break

11.30 – 12.45 “Creative Expression” - Benefiting from your Copyright and Using the Copyright Works of Others
 Speaker: Mr. Deepak Pillai, Senior Partner, Messrs. Haryati Deepak
 Resources: Module Five of IP PANORAMA
 Creative Expression

12.45 – 13.45 Lunch Break

13.45 – 15.00 Collective Marketing: Adding Value through Geographical Indications, Certification Marks and Collective Marks
 Speaker: Mr. Anil Sinha

15.00 – 15.15 Tea/Coffee Break

15.15 – 16.30 IP Law and Administration in Malaysia
 Speaker: Representative from MyIPO

Wednesday, February 23, 2011

10.00 – 11.15 Intellectual Property in the Digital Economy
 Speaker: Mr. Deepak Pillai
 Resources: Module Eight of IP PANORAMA

11.15 – 11.30 Tea/Coffee Break

11.30 – 12.45 Intellectual Property Issues in International Business

Speaker: Mr. Anil Sinha
Resources: Module Nine of IP PANORAMA

12.45 – 13.45 Lunch Break

13.45 – 15.00 Shaping Business Strategy Through Competitive Intelligence –
Strategic Use of Intellectual Property Information
Speaker: Mr. P. Kandiah

Resources: Module Six of IP PANORAMA
http://osint.pbworks.com/f/Fahey_2007.pdf

15.00 – 15.15 Tea/Coffee Break

15.15 – 16.30 Exploiting Intellectual Property Assets; Overview of Licensing,
Franchising and Merchandising
Speaker: Ms. Wong Jin Nee, Senior Partner,
Messrs. Wong Jin Nee & Teo
Resources: Modules Seven and Twelve of IP PANORAMA

Thursday, February 24, 2011

10.00 – 11.15 IP and Finance: Accounting and Valuation of IP Assets and
IP-based Financing
Speaker: Mr. Guriqbal Singh Jaiya
Resources: Module Eleven of IP PANORAMA

11.15 – 11.30 Tea/Coffee Break

11.30 – 12.45 Enforcing Intellectual Property Rights in Malaysia
Speaker: Mr. Teo Bong Kwang, Senior Partner,
Messrs. Wong Jin Nee & Teo

12.45 – 13.45 Lunch Break

13.45 – 15.00 Role of IP Management in Effective Government -
University/Research Institute-Industry Relations
Speakers: Mr. Guriqbal Singh Jaiya
A representative of from a Malaysian
University/Research Institute

15.00 – 15.15 Tea/Coffee Break

15.15 – 16.30 IP Asset Management: IP Audit and IP Due Diligence
 Speaker: P. Kandiah
 Resources: Module Ten of IP PANORAMA

Friday, February 25, 2011

10.00 – 11.15 Presentation of Case Studies or Group Exercise based on a case study or a business scenario : Effective Use of Intellectual Property Assets by SMEs in their Business Strategies

Speaker: Ms. Wong Jin Nee, Senior Partner, Messrs Wong Jin Nee & Teo

11.15 – 11.30 Tea/Coffee Break

11.30 – 12.45 Current and Proposed IP Information, Teaching/Training, Advice and Consulting Services for entrepreneurs and SMEs in Malaysia

Speaker: Representatives from MyIPO, MDeC and SMECorp

12.45 – 14.15 Lunch Break

14.15 – 15.30 Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Malaysia

Moderator: Mr. Guriqbal Singh Jaiya

Discussants: Representative(s) of MyIPO, SMECorp, MDeC, Local IP Consultants and Mr. Sinha

15.30 – 15.45 Tea/Coffee Break

15.45 – 17.00 Written Test (open book) for Evaluation of Participants

17.00– 17.30 Summing up and Closing Ceremony

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