



WORLD INTELLECTUAL PROPERTY
ORGANIZATION

INTELLECTUAL PROPERTY OFFICE OF
SINGAPORE



INTERNATIONAL ENTERPRISE
SINGAPORE

**SINGAPORE-WIPO REGIONAL WORKSHOP ON THE ROLE OF
INTELLECTUAL PROPERTY IN ENHANCING COMPETITIVENESS
AND GROWTH OF SMALL AND MEDIUM-SIZED ENTERPRISES IN
THE FRANCHISING SECTOR**

organized by the
World Intellectual Property Organization (WIPO)

in cooperation with
the Intellectual Property Office of Singapore (IPOS)

and

with the assistance of
the International Enterprise Singapore

Singapore, September 18 to 21, 2007

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, September 18, 2007

8.30 – 9.00 Registration

9.00 – 9.30 OPENING CEREMONY

Opening remarks by:

The Director General of the Intellectual Property Office of Singapore
(IPOS)

The representative of the World Intellectual Property Organization
(WIPO), Geneva

9.30 – 10.00 Coffee Break

10.00 – 12.00 Topic 1: Franchising: Its Impact on Growth and Development
of Small and Medium-Sized Enterprises (SMEs)

(a) Global Perspective

Speaker: Mr. Gurmeet Singh Jakhu, Partner,
Hamilton Pratt Business and Franchise
Solicitors, Birmingham, United Kingdom

(b) Regional Perspective

Speaker: Mr. Albert Kong, Chairman/CEO
Asiawide Franchise Consultants Pte
Limited, Singapore

12.00 – 13.30 Lunch Break

13.30 – 14.30 Topic 2: Leveraging Intellectual Property (IP) Assets for
Business Success

(a) The Importance of IP for Business Development
and Growth

Speaker: Mr. Guriqbal Singh Jaiya, Director,
SMEs Division, WIPO

14.30 – 15.30 (b) Leveraging IP to Enter Foreign Markets: The Case of a Transnational Franchising Company

Speaker: Mr. Kevin B. Murphy, Director of Operations, Franchise Foundations, San Francisco, United States of America

15.30 – 16.00 Coffee Break

16.00 – 17.00 (c) Leveraging IP to Jumpstart a Business: The Case of a Singaporean SME

Speaker: Mr. Adrin Loi, Executive Chairman, Ya Kun Kaya Toast, Singapore

Wednesday, September 19, 2007

9.00 – 10.00 Topic 3: The Role of IP in the Franchising Industry

(a) Patents and Utility Models

Speaker: Mr. Guriqbal Singh Jaiya

10.00 – 10.30 Coffee Break

10.30 – 11.30 (b) Trademarks and Industrial Designs

Speaker: Ms. Yew Woon Chooi, Partner Rodyk and Davidson LLP, Singapore

11.30 – 12.30 (c) Trade Secrets, Copyright and other IP

Speaker: Ms. Yew Woon Chooi

12.30 – 14.00 Lunch Break

14.00 – 15.00 Topic 4: Different Types of Franchises and Strategies for Potential Franchisors and Franchisees

Speaker: Mr. Kevin B. Murphy

15.00 – 16.00 Topic 5: Successful Franchising: Key Terms of a Franchising Agreement

Speaker: Mr. Gurmeet Singh Jakhu

16.00 – 16.30 Coffee Break

16.30 – 17.30 Topic 6: IP Issues in Franchising Agreement
Speaker: Mr. Guriqbal Singh Jaiya

Thursday, September 20, 2007

9.00 – 10.30 Topic 7: Enhancing Growth and Competitiveness of SMEs through Franchising: Challenges and Opportunities

(A panel of participants representing different sectors will present their experiences to be followed by open discussion)

Speakers: Mr. Ricky Chew, Fish & Co., Singapore

Dr. T. Chandroo, Modern Montessori International, Singapore

Moderators: Speakers, WIPO and IPOS officials

10.30 – 11.00 Coffee Break

11.00 – 12.00 Topic 8: IP Disputes and Resolution Strategy in Franchising Industry: A Case Study

Speakers: Mr. Gurmeet Singh Jakhu

Mr. Guriqbal Singh Jaiya

12.00 – 13.30 Lunch Break

13.30 – 15.00 Topic 9: Bringing Business Opportunities to SMEs: The Role of the Government and Franchising Associations

Speaker: Mr. Kevin B. Murphy

15.00 – 18.00 Visit to the Exhibition on “Franchising Asia 2007” organized by the Franchising and Licensing Association of Singapore (FLA)

Friday, September 21, 2007

9.00 – 10.30 Group Discussion Group 1: Formulation of Appropriate Policies and General Guidelines by the Governments to Support SMEs in Using the IP System in Franchising Sector

(The participants from the governmental ministries, departments, agencies and organizations from various countries will discuss in this Group with a view to identify and formulate a set of policies and strategies to promote business development and growth in the franchising sector by effectively using the IP system)

Group 2: Development of Programs and Activities by the SME-Support Institutions to Promote Effective Use of the IP System by SMEs in Franchising Sector

(The participants from the SME-Support Institutions and national franchise/franchisee associations from various countries will discuss in this Group with a view to identify and recommend a set of programs and activities to promote SMEs to better exploit the IP system in the franchising sector)

Moderators: Speakers, WIPO and IPOS officials

10.30 – 11.00 Coffee Break

11.00 – 12.30 Panel Discussion Presentation of the Reports of the Two Groups

(This session will enable the two Groups to present and share their suggested policies and strategies, from the perspective of government and private sector, respectively. The objective is to come out with a combined set of general policies, guidelines and strategies for encouraging entrepreneurs and businesses to consider franchising as a viable option and to learn how to use the tools of IP for becoming successful in franchising).

Moderators: Speakers, WIPO and IPOS officials

12.30 CLOSING CEREMONY

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