

WIPO/IP/BUS/SIN/03/INF.1

ORIGINAL: English

DATE: September 2003



MINISTRY OF FOREIGN AFFAIRS
GOVERNMENT OF THE
REPUBLIC OF SINGAPORE



INTELLECTUAL PROPERTY
OFFICE OF SINGAPORE



IP ACADEMY OF SINGAPORE



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

TRAINING COURSE FOR ASIA AND THE PACIFIC ON DOING BUSINESS WITH INTELLECTUAL PROPERTY (IP)

organized by
the World Intellectual Property Organization (WIPO)
and
the Ministry of Foreign Affairs
of the Government of the Republic of Singapore
under the Singapore Cooperation Programme
with the assistance of
the Intellectual Property Office of Singapore (IPOS) and
the IP Academy of Singapore

Singapore, October 13 to 21, 2003

PROVISIONAL PROGRAM

Document prepared by the International Bureau of WIPO

Monday, October 13, 2003

9.00 – 10.00	Opening Statements	Representative of the Ministry of Foreign Affairs, Singapore Mr. Wong Sheng Kwai, Assistant Director General, Infrastructure Development Division, Intellectual Property Office of Singapore (IPOS) Associate Professor Loy Wee Loon, Deputy Director, IP Academy Singapore Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO
10.00 – 10.30	Coffee/tea break	
10.30 – 11.15	Session 1	Introduction to Intellectual Property
	Presentation by	Mr. Saw Cheng Lim, Assistant Professor, Singapore Management University, Fellow, IP Academy
11.15 – 12.00	Session 2	The Strategic Role of IP in the Singaporean Business Environment
	Presentation by	Mr. Wong Sheng Kwai, Assistant Director General, Infrastructure Development Division, IPOS
12.00 – 13.30	Lunch break	
13.30 – 15.00	Session 3	The Role of Intellectual Property Rights (IPRs) in Enhancing the Competitiveness of Enterprises; the Importance of Proper Management of Trade Secrets
	Presentation by	Mr. Guriqbal Singh Jaiya
15.00 – 15.30	Coffee/tea break	
15.30 – 17.00	Session 4	Managing the Innovation Process
	Presentation by	Professor Casey Chan, Professorial Fellow, IP Academy
17.30 – 19.30	WIPO reception	

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Tuesday, October 14, 2003

9.00 – 10.30	Session 5	From an Idea to a Patent, from Patent to Profit, Strategies for Success
	Presentation by	Mr. Subash Bijlani, President, Magnus Engineers Pvt., Limited, India
10.30 – 11.00	Coffee/tea break	
11.00 – 12.30	Session 6	The Role of Trademarks in the Marketing and Export Strategy of an Enterprise
	Presentation by	Mr. Adam Liberman, Partner, Freehills, Sydney, Australia
12.30 – 14.00	Lunch break	
14.00 – 15.30	Session 7	Copyright and Related Rights in Business, Challenges and Opportunities
	Presentation by	Mr. Ang Kwee Tiang, Regional Director, Asia Pacific Regional Office, International Confederation of Societies of Authors and Composers (CISAC)
15.30 – 16.00	Coffee/tea break	
16.00 – 17.30	Session 8	The Power of Designs in Successful Marketing of a Business Enterprise
	Presentation by	Mr. Subash Bijlani

Wednesday, October 15, 2003

9.00 – 10.30	Session 9	Developing an IP Strategy and Integrating IP in Your Business Plans
	Presentation by	Mr. Subash Bijlani
10.30 – 11.00	Coffee/tea break	
11.00 – 12.30	Session 10	IP Issues in Mergers and Acquisitions (M&A)
	Presentation by	Mr. Adam Liberman

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Wednesday, October 15, 2003 (cont'd)

12.30 – 14.00	Lunch break	
14.00 – 15.30	Session 11	Performing an IP Audit, Understanding the Process and its Importance
	Presentation by	Mr. Keoy Soo Earn, Senior Manager, Valuation & Strategy, PriceWaterhouseCoopers, Singapore
15.30 – 16.00	Coffee/tea break	
16.00 – 17.30	Session 12	IP as a Financial Asset, Investing and Harvesting Returns from your IP
	Presentation by	Mr. Adam Liberman

Thursday, October 16, 2003

9.00 – 10.30	Session 13	Case studies of companies leveraging off IP <i>Companies perspective on how IP is leveraged on in business</i>
	Presentation by	Mr. Jan de Visser, General Manager/IP & Standards, Phillips Singapore Dr. Alex Lin, Director, Bluengine
10.30 – 11.00	Coffee/tea break	
11.00 – 13.00	Session 14	Three group workshop sessions on IP strategic business planning to be followed by group presentations
	Facilitators	<ul style="list-style-type: none"> • Prof. Casey Chan • Mr. Subash Bijlani • Mr. Keoy Soo Earn
13.00 – 14.30	Lunch break	
14.30 – 17.30	Session 15	Visits to: – Singaporean companies using IP successfully

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Friday, October 17, 2003

9.00 – 12.30	Session 16, to be followed by panel discussion	Policy and Institutional Infrastructure to Promote the Use of IP in Business – The Role of the Intellectual Property Office – The Role of Enterprise Support Institutions – The Role of WIPO
	Presentations by	– Ms Rose Ramli, Director, Resource & Capability Development, IPOS – Mr Seck Yee Kwang, Senior Officer, IP Strategic Business Unit, Economic Development Board Ms. Rowena Paguio, Senior Program Officer, Cooperation for Development Bureau for Asia and the Pacific, WIPO
	Moderator	– Mr. Wong Sheng Kwai
12.30 – 14.00	Lunch break	
14.00 – 17.30	Session 17	Exchange of Information and Experiences on National and/or Enterprise Policies, Strategies and Approaches on the Successful Use of IP in Business
	Presentations by	Participants
	Moderator	Ms. Rowena S. Paguio

Monday, October 20, 2003

9.30 – 10.30	Session 18	Increasing Awareness and Understanding of IP in Industry
	Presentation by	Mr. Marvin Ng, Business Development Consultant, IP Academy
10.30 – 11.00	Coffee/tea break	
11.00 – 12.30	Session 19	Deal-making, Negotiating Techniques and Strategies
	Presentation by	Mr. Gilbert Leong, Partner, Rodyk & Davidson
12.30 – 14.00	Lunch break	

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Monday, October 20, 2003 (cont'd)

14.00 – 15.30	Session 20	Extracting Value from your IP through Licensing and Franchising, All about Licensing and Licensing Strategy
	Presentation by	Mr. Heinz Goddar, Partner, Boehmert and Boehmert, Munich, Germany
15.30 – 16.00	Coffee/tea break	
16.00 – 17.30	Session 21	Deal-making, Understanding the Contractual Terms and Conditions for Licensing “out”
	Presentation by	Mr. Heinz Goddar

Tuesday, October 21, 2003

9.00 – 12.30	Session 22	Licensing Game
		<ul style="list-style-type: none">• Mr. Heinz Goddar• Mr. Gilbert Leong• IPOS and WIPO
12.30 – 14.00	Lunch break	
14.00 – 15.00		Course Review and Evaluation Ministry of Foreign Affairs and WIPO
15.00 – 16.00		Closing and Award of Certificates

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