



INTELLECTUAL PROPERTY
CORPORATION OF MALAYSIA



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO ASIA PACIFIC REGIONAL SEMINAR ON
INTELLECTUAL PROPERTY (IP) STRATEGY
FOR ECONOMIC DEVELOPMENT**

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Intellectual Property Corporation of Malaysia (IPCM)

Kuala Lumpur, December 9 to 11, 2003

FINAL PROGRAM

Document prepared by the International Bureau of WIPO

Tuesday, December 9, 2003

8.30 – 9.00	Registration	
9.00 – 10.30	Opening Ceremony	
	Addresses by	Datuk Dr. Sulaiman Mahbob, Secretary General, Ministry of Domestic Trade and Consumer Affairs, Malaysia
		Mr. Narendra K. Sabharwal, Senior Director, Cooperation for Development Bureau for Asia and the Pacific, World Intellectual Property Organization (WIPO)
	Keynote Address:	Y.B. Tan Sri Dato' Hj. Muhyiddin bin Hj. Mohd. Yassin, Minister of Domestic Trade and Consumer Affairs
		Press conference Photo Session
10.30 – 11.30	Theme I	Intellectual Property (IP) and Economic Development–The Macro Perspective
		- The role of IP in enhancing economic growth and enterprise competitiveness
	Speaker	Professor Elizabeth Ng Siew Kuan, Associate Professor, Faculty of Law, National University of Singapore (NUS)
		- The role of WIPO
	Speaker	Mr. Narendra K. Sabharwal
11.30 – 13.00	Open Forum	
13.00 – 14.00	Lunch Break	
14.00 – 15.30	Theme II	Creation, Management and Use of IP
		- An integrated and proactive IP policy and strategy
	Speakers	- Mr. Jong-Hyub Choi, Director, Intellectual Property Policy Division, Korean Intellectual Property Office (KIPO) - Ms. Cynthia Cannady, Director, Intellectual Property Policy and New Technologies, WIPO

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Tuesday, December 9, 2003 (Cont'd)

		- Managing IP Assets
	Speaker	Dr. John Turner, Managing Director, Flinders Technologies Pty. Ltd., Australia
15.30 – 16.00	Open Forum	
16.00 – 16.30	Coffee/tea break	
16.30 – 17.30	Theme III	IP Audit and Valuation
		- IP audit and assessment, the critical first step
	Speaker	Mr. Thomas Ewing, Vice-President and Chief Intellectual Property Officer, OpenTV, Inc., California, United States of America
		- Valuing and leveraging IP assets
	Speaker	Mr. Thomas Ewing
17.30 – 18.00	Open Forum	
18.15		WIPO reception

Wednesday, December 10, 2003

9.00 - 10.30	Theme IV	Dynamic Use of IP for Growth
		- Patent and innovation strategies
	Speaker	Dr. John Turner
		- Managing trademarks and brands
	Speaker	Ms. Cynthia Cannady
		- Using IP to create value in the copyright industry
	Speaker	Dr. Mihaly Ficsor, Director, Center for Information Technology and Intellectual Property, Budapest, Hungary
10.30 - 11.00	Open Forum	

Wednesday, December 10, 2003 (Cont'd)

11.00 - 11.30	Coffee/tea break	
11.30 - 12.30	Theme V	Institutional Framework for IP Management
		- The role of inventors' societies and entrepreneur development institutions
	Speaker	Mr. Lee Yuke Chin, Senior Principal Consultant, SIRIM, Vice President, Malaysian Invention and Design Society, Malaysia
		- The role of copyright collective administration societies
	Speaker	Dr. Mihaly Ficsor
12.30 - 13.00	Open Forum	
13.00 - 14.30	Lunch break	
14.30 - 16.00	Theme VI	Institutional Support for IP Creation, Utilization and Commercialization
		- Universities, research and development (R&D) institutions and industry associations—strategic partnerships
	Speaker	Dr. John Turner
		- The role of IP offices, networking with various sectors of the user community
	Speaker	Mr. Jong-Hyub Choi
		- Financing and venture capital for IP projects
	Speaker	Mr. Norhalim Yunus, General Manager, Malaysian Technology Development Corporation, Malaysia
16.00 - 16.30	Open Forum	

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Thursday, December 11, 2003

9.00 - 10.30	Theme VII	Some Global IP Issues and their Impact on IP Asset and Wealth Creation
		- Traditional knowledge
	Speaker	Professor Elizabeth Ng Siew Kuan
		- International trade issues
	Speaker	Professor Elizabeth Ng Siew Kuan
		- E-Commerce
	Speaker	Dr. Mihaly Ficsor
10.30 - 11.00	Open Forum	
11.00 - 11.30	Coffee/tea break	
11.30 - 13.00		Panel discussion
		Closing ceremony

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