



INTELLECTUAL PROPERTY
OFFICE OF SINGAPORE



MINISTRY OF FOREIGN AFFAIRS
SINGAPORE
SINGAPORE COOPERATION PROGRAMME



WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

REGIONAL WORKSHOP

WIPO/SMES/SIN/11/INF/1
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Case Studies of Small and Medium-Sized Enterprises (SMEs) Successfully Leveraging Intellectual Property Assets for Business Competitiveness

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Singapore Cooperation Programme of the Singapore Ministry of Foreign Affairs

and with the assistance of
the Intellectual Property Office of Singapore (IPOS)

Singapore, November 29 to December 1, 2011

PROGRAM

prepared by the Secretariat

Tuesday, November 29, 2011

8.30 – 9.00 Registration

9.00 – 9.30 Opening Ceremony

Opening remarks by:

Dr. Guriqbal Jaiya, Director, Small and Medium-Sized Enterprises (SMEs) Division, World Intellectual Property Organization (WIPO), Geneva

Mrs. Belinda Tay, Deputy Director, Technical Cooperation Directorate, Ministry of Foreign Affairs, Singapore

Ms. Chiam Lu Lin, Deputy Chief Executive (designate) / Deputy Director-General (Designate), Hearings and Mediation Group/Capacity Building Group, Intellectual Property Office of Singapore (IPOS)

9.30 – 10.15 **Topic 1: Intellectual Property (IP) and Small and Medium-Sized Enterprises (SMEs) Business Development: Leveraging IP Assets for Commercial Success**

Speaker: Dr. Guriqbal Jaiya

10.15 – 10.45 Coffee Break

10.45 – 11.30 **Topic 2: Building Enterprise Competitiveness with Patents**

Speaker: Ms. Kristina Janusauskaite, Attorney at Law, Vilnius

11.30 – 12.00 **Topic 3: Trade Secrets Management: Protecting New and Innovative Business**

Speaker: Dr. Cita Citrawinda, SH, MIP, Intellectual Property Consultant, Cita Citrawinda Noerhadi & Associates, Jakarta

12.00 – 13.30 Welcome Lunch hosted by MFA

13.30 – 16.00 **Topic 4: Selected Topics on the Use of IP by SMEs**

(a) Copyright Management in the Digital Economy

Speaker: Mr. Candra N. Darusman, Deputy Director/ Officer-in-Charge, WIPO Office in Singapore (WSO), Singapore

(b) Trademarks and Designs: Economics of Branding Success

Speaker: Ms. Sunita K. Sreedharan, SKS Law Associates, New Delhi

16.00 – 16.30 Coffee Break

16.30 – 17.30 **Topic 5: Exploiting IP Assets: Direct Exploitation, Licensing, Franchising and Technology Transfer**

Speaker: Ms. Kristina Janusauskaite

Wednesday, November 30, 2011

9.00 – 10.30 **Topic 6: The Importance of IP Audit and Management for SMEs**

Speaker: Dr. Guriqbal Jaiya

10.30 – 11.00 Coffee Break

11.00 – 12.30 **Topic 7: Case Studies In Various Business Fields**

(a) Food and Beverage

Speaker: Mr. Marc Ng, President & CEO, Berrylite Pte. Ltd., Singapore

(b) Retail, Lifestyle and Fashion

Speaker: Dr. Cita Citrawinda

12.30 – 13.30 Lunch Break

13.30 – 15.00 **Topic 7: Case Studies in Various Business Fields (Cont'd)**

(c) Electronics and Manufacturing

Speaker: Ms. Sunita K. Sreedharan

(d) Media Services Industry

Speaker: Ms. Evangeline Leong, Associate Sales & Marketing Manager, PurpleClick Media Pte. Ltd., Singapore

15.00 – 15.30 Coffee Break

15.30 – 17.00 **Topic 8: Country Reports: National Strategies Aimed at Strengthening the Competitiveness of SMEs through IP**

Moderator: Mr. Yuen Kum Cheong, Director, Enterprise Development Department, Intellectual Property Office of Singapore, Singapore

Speaker: Representatives of Participating Countries

17.30 WIPO Reception

Thursday, December 1, 2011

9.00 – 10.30 **Topic 8: Country Reports: National Strategies Aimed at Strengthening the Competitiveness of SMEs through IP (Cont'd)**

Moderator: Dr. Lim Eng Hann, Director (Programs & Operations), Intellectual Property Academy, Singapore

Speaker: Representatives of Participating Countries

10.30 – 11.00 Coffee Break

11.00 – 12.00 **Topic 9: Roundtable Discussion Session: Learning Points and Best Practices on IP Leveraging by SMEs**

Moderator: WIPO official

12.00 – 13.30 Lunch Break

13.30 – 14.30 **Topic 10: Wrap-Up Session**

Moderators: WIPO official
Mr. Viktor Cheng, Deputy Chief
Executive/Deputy Director-General, Intellectual
Property Office of Singapore

All Speakers and Participants

14.30 – 15.00 Closing Ceremony

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