



Department of Intellectual Property
Ministry of Science and Technology



TRAINING OF TRAINERS PROGRAM

WIPO/SMES/VTE/15/INF/1 PROV.
-ORIGINAL: ENGLISH
DATE: APRIL 8, 2015

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)

and
the Department of Intellectual Property (DIP), Ministry of Science and Technology, Lao
People's Democratic Republic

Vientiane, July 15 to 17, 2015

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, July 15, 2015

8.30 – 9.30 Registration

9.30 – 9.45 Opening Ceremony

Welcome Addresses by:

The Representative of the Department of Intellectual Property (DIP),
Ministry of Science and Technology, Vientiane

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

9.45 – 10.30

Topic 1

**Overview of Intellectual Property (IP) and the Role of Effective IP
Asset Management in Enhancing the Competitiveness of Small and
Medium Sized Enterprises (SMEs)**

Speaker: Mr. Siyoung Park, Counsellor, Small and Medium-
sized Enterprises (SMEs) Section, WIPO

Resource: Module One of IP PANORAMA

10.30 – 10.45

Tea/Coffee Break

10.45 – 11.30

Topic 2

**“Making a Mark” – The Importance of Trademarks in Establishing a
Distinct Identity in the Marketplace**

Speaker: Mr. Philip Mendes, Principal, Opteon and Adjunct
Professor, Queensland University of Technology,
Brisbane

Resources: Module Two of IP PANORAMA

“Making a Mark – An Introduction to Trademarks for
Small and Medium-Sized Enterprise”

11.30 – 12.15

Topic 3

**“Looking Good” – The Appeal of Designs in Getting Noticed by the
Customer**

Speaker: Ms. Susanna Leong, Vice Dean of Graduate Studies
Office, NUS Business School, Singapore

Resources: Module Two of IP PANORAMA

“Looking Good”

12.15 – 13.30

Lunch Break

13.30 – 14.15

Topic 4

Building a Competitive Edge: Protecting Inventions by Patents and Utility Models

Speaker: Mr. Siyoung Park, WIPO

Resources: Module Three of IP PANORAMA

“Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises”

14.15 – 15.00

Topic 5

“Creative Expression” – Benefitting from your Copyright and Using the Copyright Works of Others in your Business

Speaker: Ms. Susanna Leong, Singapore

Resources: Module Five of IP PANORAMA

“Creative Expression – An Introduction to Copyright for Small and Medium-Sized Enterprises

15.00 – 15.15

Tea/Coffee Break

15.15 – 16.00

Topic 6

“In Confidence” – Putting in Place a Trade Secret Protection Program

Speaker: Mr. Philip Mendes, Brisbane

Resources: Module Four of IP PANORAMA

“In Confidence”

Thursday, July 16, 2015

9.30 – 10.15

Topic 7

Shaping Business Strategy through Competitive Intelligence – Strategic Use of Intellectual Property Information – Practical Exercise

Speaker: Mr. Siyoung Park, WIPO

Resource: Module Six of IP PANORAMA

10.15 – 10.30

Tea/Coffee Break

10.30 – 11.15

Topic 8

Intellectual Property in the Digital Economy

Speaker: Ms. Susanna Leong, Singapore

Resource: Module Eight of IP PANORAMA

11.15 – 12.00

Topic 9

Intellectual Property Issues in International Business

Speaker: Mr. Siyoung Park, WIPO

Resource: Module Nine of IP PANORAMA

12.00 – 13.30

Lunch Break

13.30 – 14.15

Topic 10

Exploiting Intellectual Property Assets: Overview of Licensing, Franchising and Merchandising

Speaker: Mr. Philip Mendes, Brisbane

Resources: Modules Seven and Twelve of IP PANORAMA

14.15 – 15.00

Topic 11

IP Law and Administration in Laos

Speaker: Mr. Aphivath Sombounkhanh, Director of IP Promotion and Development Division, Department of Intellectual Property, Ministry of Science and Technology, Lao PDR

15.00 – 15.15

Tea/Coffee Break

15.15 – 16.00

Topic 12

Collective Marketing: Adding Value through Geographical Indications, Certification Marks and Collective Marks

Speaker: Ms. Susanna Leong, Singapore

Friday, July 17, 2015

9.30 – 10.15

Topic 13

IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing

Speaker: Mr. Philip Mendes, Brisbane

Resource: Model Eleven of IP PANORAMA

- 10.15 – 10.30 Tea/Coffee Break
- 10.30 – 11.15 **Topic 14**
Enforcing Intellectual Property Rights in Laos
Speaker: Mr. Khamphut Phengmuangkhoun, Acting Director of IP Dispute Settlement Division, Department of Intellectual Property, Ministry of Science and Technology, Lao PDR
- 11.15 – 12.00 **Topic 15**
Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies
Speaker: Ms. Susanna Leong, Singapore
- 12.00 – 13.30 Lunch Break
- 13.30 – 14.15 **Topic 16**
Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies
Speaker: Mr. Philip Mendes, Brisbane
- 14.15 – 15.00 **Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Laos**
Moderator: The Representative of the Department of Intellectual Property (DIP)
Discussants: Mr. Siyoung Park, WIPO and International and Local Speakers
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 15.45 Written Test (open book) for Evaluation of Participants
- 15.45 – 16.00 Summing up and Closing Ceremony

[End of document]