



MINISTRY OF COMMERCE



TRAINING OF TRAINERS PROGRAM

WIPO/SMES/PNH/13/INF/1
ORIGINAL: ENGLISH
DATE: NOVEMBER 29, 2012

Training of the 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 Rights, Ministry of Commerce, Government of Cambodia

Phnom Penh, Cambodia, May 20 to 23, 2013

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, May 20, 2013

- 09.30 – 09.45 Opening Ceremony
- Welcome addresses
- Representative of WIPO
- Representative of Ministry of Commerce, **H.E. MAO THORA**
- Secretariat of State of Ministry of Commerce.
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- 09.45 – 10.45 **Topic 1:**
Introduction to the World Intellectual Property Organization (WIPO) and its Small and Medium-sized Enterprises (SMEs) Section; Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs
- Speaker: Mr. Anil Sinha, Head, Small and Medium-sized Enterprises (SMEs) Section, WIPO, Geneva
- Resources: Module One of IP PANORAMA
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- 10.45 – 11.00 Tea/Coffee Break
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- 11.00 – 12.00 **Topic 2:**
“Making a Mark” – The Importance of Trademarks in Establishing a Distinct Identity in the Marketplace
- Speaker: Mr. P. Kandiah, Senior IP Consultant, KASS International Sdn. Bhd., Kuala Lumpur
- Resources: Module Two of IP PANORAMA
- “Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprise”
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- 12.00 – 14.00 Lunch Break
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- 14.00 – 15.00 **Topic 3:**
“Looking Good” – The Appeal of Designs in Getting Noticed by the Customer
- Speaker: Mr. P. Kandiah
- Resources: Module Two of IP PANORAMA
- “Looking Good”
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- 15.00 – 15.15 Tea/Coffee Break

15.15 – 16.15

**Topic 4:
Building a Competitive Edge: Protecting Inventions by Patents
and Utility Models**

Speaker: Mr. Siyoung Park, Counsellor, Small and Medium-
Sized Enterprises (SMEs) Section, WIPO, Geneva
Resources: Module Three of IP PANORAMA

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

16.15 – 16.30

Tea/Coffee Break

16.30 – 17.30

**Topic 5:
“In Confidence” – Putting in Place a Trade Secret Protection
Program**

Speaker: Mr. P. Kandiah

Resources: Module Four of IP PANORAMA
“In Confidence”

Tuesday, May 21, 2013

09.30 – 10.30

**Topic 6:
“Creative Expression” – Benefitting From Your Copyright and
Using the Copyright Works of Others in Your Business**

Speaker: Mr. P. Kandiah

Resources: Module Five of IP PANORAMA

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

10.30 – 10.45

Tea/Coffee Break

10.45 – 11.45

**Topic 7:
Collective Marketing: Adding Value through Geographical
Indications, Certification Marks and Collective Marks**

Speaker: Mr. Anil Sinha

11.45 – 14.00

Lunch Break

14.00 – 15.00	Topic 8: Intellectual Property in the Digital Economy Speaker: Mr. P. Kandiah Resources: Module Eight of IP PANORAMA
15.00 – 15.15	Tea/Coffee Break
15.15 – 16.15	Topic 9: Intellectual Property Issues in International Business Speaker: Mr. Siyoung Park Resources: Module Nine of IP PANORAMA
16.15 – 16.30	Tea/Coffee Break
16.30 – 17.30	Topic 10: Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information Speaker: Mr. Siyoung Park Resources: Module Six of IP PANORAMA
<u>Wednesday, May 22, 2013</u>	
09.30 – 10.30	Topic 11: Exploiting Intellectual Property Assets; Overview of Licensing, Franchising and Merchandising Speaker: Mr. Tan Tee Jim, Lee & Lee, Advocates and Solicitors, Singapore Resources: Modules Seven and Twelve of IP PANORAMA
10.30 – 10.45	Tea/Coffee Break
10.45 – 11.45	Topic 12: IP and Finance: Accounting and Valuation of IP Assets and IP- based Financing Speaker: Mr. Tan Tee Jim Resources: Model Eleven of IP PANORAMA
11.45 – 14.00	Lunch Break

- 14.00 – 15.00 **Topic 13:
Enforcing Intellectual Property Rights in Cambodia**
- Speaker: Mr. LY Tayseng, Managing Director, Attorney-at-law
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 16.15 **Topic 14:
Role of IP Management in Effective Government
University/Research Institute-Industry Relations**
- Speakers: Mr. Anil Sinha and Mr. Tan Tee Jim
- 16.15 – 16.30 Tea/Coffee Break
- 16.30 – 17.30 **Topic 15:
IP Asset Management: IP Audit and IP Due Diligence**
- Speaker: Mr. Tan Tee Jim
- Resources: Module Ten of IP PANORAMA

Thursday, May 23, 2013

- 09.30 – 10.30 **Topic 16:
Case Studies: Effective Use of IP Assets by SMEs in their
Business Strategies**
- Speakers: Mr. Tan Tee Jim
- 10.30 – 10.45 Tea/Coffee Break
- 10.45 – 11.45 **Topic 17:
Current and Proposed IP Information, Teaching/Training, Advice
and Consulting Services for Entrepreneurs and SMEs in
Cambodia**
- Speaker: Dr. PHIN Sovath, Senior Legal Advisor at Bun &
Associates and Law Professor at Pannastra
University of Cambodia
- 11.45 – 14.00 Lunch Break
- 14.00 – 15.00 **Round Table Discussion: Creating a Tool Box of Support
Services: Basic IP Services to be Provided by SME Support
Institutions in Cambodia**
- Moderator: Mr. Anil Sinha
- Discussants: Mr. Anil Sinha
Local Speakers

15.00 – 15.15	Tea/Coffee Break
15.15 – 16.45	Written Test (open book) for Evaluation of Participants
16.45 – 17.00	Summing up and Closing Ceremony

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