



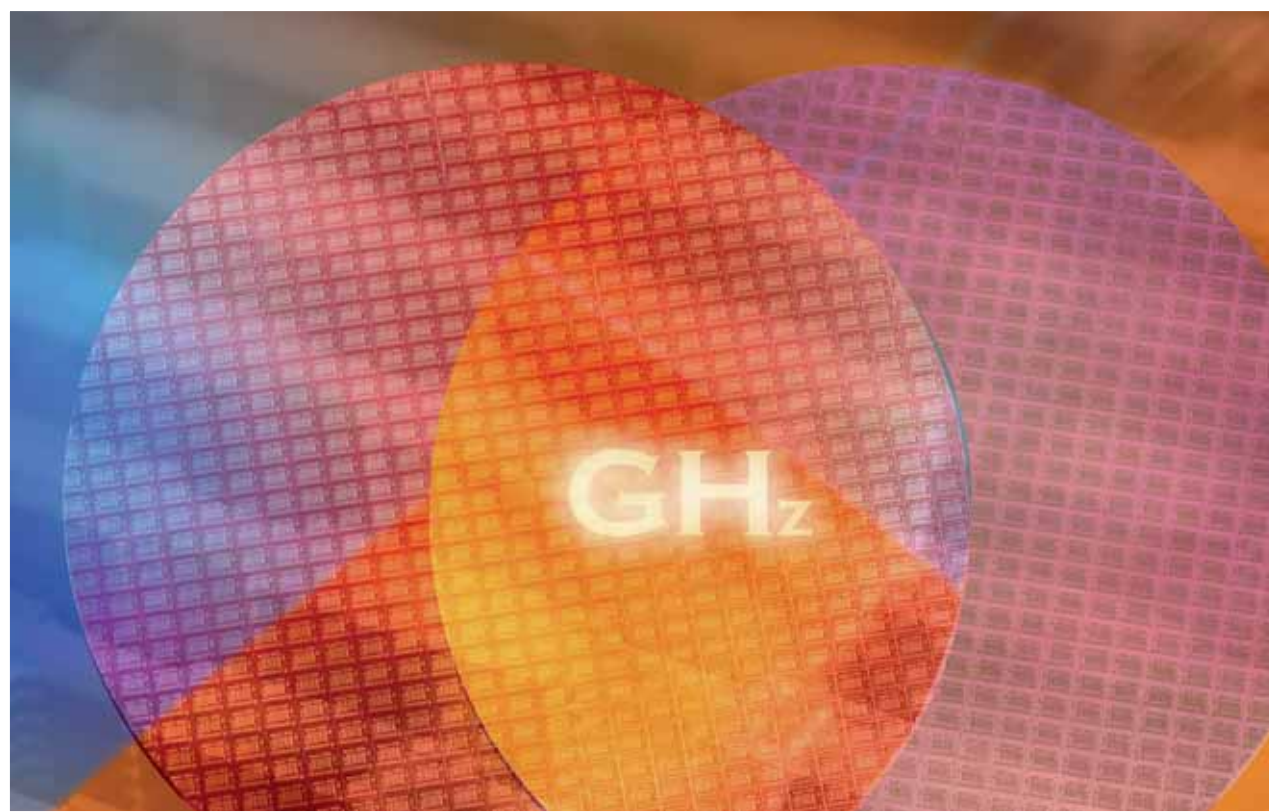
WIPO Academy
WIPO Worldwide Academy



Confederation of Indian Industry

STRATEGIC INNOVATION, PRODUCT DESIGN & DEVELOPMENT AND INTELLECTUAL PROPERTY MANAGEMENT

Chennai (India)
December 2 to 5, 2008



EXECUTIVE PROGRAM

Harnessing intellectual property

WORLD
INTELLECTUAL
PROPERTY
ORGANIZATION



Overview

A four-day intensive program designed for middle to senior level executives who wish to learn how to strategically use the intellectual property regime to fuel innovation, maximize return on investment in R&D and move their firm up the technology ladder. The program blends innovation with product design and development and intellectual property management to offer a unique learning experience.

Thought leaders from leading business schools and the corporate world will reveal unique insights and experiences using lectures, case studies, best practices and group discussions.

Participants will have the opportunity to learn from each other, share experiences, reflect and apply the principles and best practices of innovation, product design and development and IP management in their own business environment.

Background

Creativity and innovation is the key to survival and profitability in a rapidly evolving, complex and competitive global business environment. Technology is integral to virtually every facet of business. It plays a pivotal role in the development, manufacture and delivery of innovative products and services to the market. Markets demand new products with better design and more features within shorter time frame at a lower price. Effective management of innovation, product design and development is important for technology leadership. The alignment of intellectual property strategy with innovation and business strategy is challenging and yet critical for bottom line growth.

Recent and ongoing developments in the intellectual property arena offer exciting opportunities to situate R&D, product design, development and manufacturing operations at the most favorable location across the globe, minimize the cost and risk of innovation and preserve the ownership and control of ideas and knowledge within the firm. Strategic management of intellectual property plays a vital role in driving innovation, creating value and in sustaining profitability and competitive advantage. The management of Intellectual Property (IP) is a vital component of all research activities. It is not just an issue to consider at the time research results are generated, but should be part of a company's thinking, even at the early stages of conception of a research project.

TRIPS agreement and advances in communication and information technology have ushered in a new era and dramatically changed the rules of the game for technology led enterprises. The knowledge economy, on the one hand heralds a brave new world of exciting opportunities for growth and profitability, on the other hand it presents a dangerous landscape mined with devastating infringement lawsuits, patent thickets and freedom to operate issues. Life and death of firms where intangible assets now comprise over 75% of the total value depends increasingly on how well it generates, manages and extracts value from R&D, product design and development and intellectual property.



Faculty

- **Gerhard Bauer**, Chief Trademark Counsel, Intellectual Property and Technology Management, Daimler AG
- **Sven Beyer**, Partner, Advisory –Corporate Finance, KPMG
- **Richard Buttrick**, Senior Vice President, Philips Intellectual Property & Standards
- **James Conley**, Professor, Kellogg School of Management
- **Himanshu Goswami**, IP Attorney, Microsoft Corporation
- **Walter Herbst**, Professor, Kellogg School of Management
- **Ashok Jhunjhunwala**, Professor, Indian Institute of Technology Chennai
- **Anil Sinha**, Academic Director, Head, Research & Executive Program, WIPO Worldwide Academy, WIPO

Content

- Creating an Innovation Culture – Making Innovation Happen
- Strategic Management of Innovation
- Essentials of Product Design and Development
- Strategic Use of Evolving IP Regime
- Strategic use of WIPO's global IP protection and dispute resolution systems
- IP Finance (Valuation)
- IP Licensing and Commercialization
- Building Effective IP Systems and Structures within the Firm
- IP strategy in global corporations and SMEs
- Case Studies from Automobile, Information Technology, Pharmaceutical and Engineering Sectors



Who Should Attend

The programme is designed for executives and managers involved in R&D or with responsibility for the development and management of new products and processes including corporate technical staff, laboratory directors, managers responsible for the product or project engineering organisations, heads of research programmes and managers with a heavy stake in the successful running of the company's R&D effort.

Entrepreneurs, board members, general managers, vice presidents, and executives in functional areas such as marketing, brand management, research and development, design, and operations in large and small firms and R&D organizations who seek to integrate intellectual property strategy into the corporate innovation and technology strategy will also find the program useful.



Key Benefits

- Learn how to create and foster innovation culture in your organization
- Learn the current innovation and IP Management challenges and opportunities in India
- Generate a strategy for integrating research and development, design, manufacturing, and marketing
- Gain an overview of strategic management of product design and development
- Develop an understanding of the basic concepts of intellectual property management
- Learn how companies are generating value from intellectual property
- Examine how your company can extract maximum value from innovation, R&D and intellectual property rights
- Explore how the technical functions can leverage IP
- Learn about the most recent developments in the international IP arena that will impact your organization in the future

About WIPO

The World Intellectual Property Organization (WIPO) is a specialized agency of the United Nations. It is dedicated to developing a balanced and accessible international intellectual property system, which rewards creativity, stimulates innovation and contributes to economic development while safeguarding the public interest. WIPO administers 24 international treaties and carries out a rich and varied program of work with over 183 member States.

WIPO's activities in fields such as standardization and progressive development of IP laws, international industrial property registration and dispute resolution services and international technical cooperation programs continue to oil the wheels of international trade and commerce which in turn brings economic gain, efficiency and certainty to business enterprises around the world.



WIPO/M. Martinez-Dozal



The WIPO Worldwide Academy

The WIPO Worldwide Academy is the education and research arm of WIPO. It was founded in response to global demand for knowledge and skills in intellectual property. It serves as a center of excellence in teaching, training and research in IP. Its programs cater to different target audiences - inventors and creators, business managers and IP professionals, policy makers and government officials of IP institutions, diplomats and representatives, students and teachers of intellectual property and the civil society.

The Executive Program of the WIPO Academy is geared towards developing IP skills and competencies in business organizations. Drawing on WIPO's vast expertise and resources and a carefully selected group of eminent academics, thought leaders and experts from renowned business schools, major global corporations, professional bodies and management consultants, the WIPO Academy offers a unique interdisciplinary learning experience in the theory and practice of international intellectual property management.

About CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 113 years ago, it is India's premier business association, with a direct membership of over 7500 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 83,000 companies from around 380 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

With 64 offices in India, 8 overseas in Australia, Austria, China, France, Japan, Singapore, UK, USA and institutional partnerships with 271 counterpart organisations in 100 countries, CII serves as a reference point for Indian industry and the international business community.

Learning Method

- Lectures
- Case Studies
- Group Discussions

Pre-study materials on intellectual property will be provided to registered participants ahead of the program.

Award of Certificate

WIPO Worldwide Academy and the Confederation of Indian Industry will award a Certificate of Participation on successful completion of the program.





December 2

- Innovation Strategy and Intellectual Property (IP) Management
- Innovation, Technology and IP Management in India: Challenges & Opportunities
- IP Management of Innovation: Interface between R&D and IP within a firm
- Moving up the Value Chain through Strategic Management of Innovation and IP in the IT Industry

December 3

- Strategies for Extracting Value from IP
- Innovation and Value Articulation
- Creating an Innovation Culture: Making Innovation Happen
- Leveraging IP Information for Strategic Business Planning

December 4

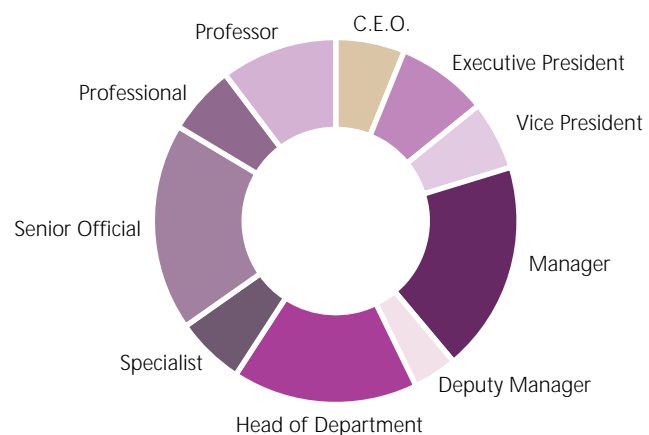
- Design, IP & Product Life Cycle
- IP Management Issues in Open Innovation
- Strategic Management of Innovation, Product Design and Development and IP in the Automobile Industry
- Essentials of Product Design and Development

"This program has surpassed my expectations. It has stimulated my curiosity in many areas about which I did not think before."

Gabriel Tannus, Interfarma, Brazil



Past Participants by job level



December 5

- Optimizing Design for Competitive Advantage
- Marketing of IP Portfolio
- IP Management Systems and Structures
- IP Finance: Measuring and Reporting IP Value

How to Register

Please register online at www.wipo.int/academy/en.

Application Deadline: November 21, 2008

Early application is encouraged as places are limited. Candidates are registered on first come first served basis subject to availability of space.

Cancellation

Cancellation after registration is subject to the following penalties:

Up to four weeks before the program: 25% of the fee;
Between four to two weeks before the program: 50% of the fee. No refunds are available for cancellations received during the two weeks preceding the program or for not showing up at the program. However, substitution of participant may be permitted at no extra charge with prior agreement of the organizers. All cancellations must be received in writing.

Dates

December 2 to 5, 2008

Venue

The Accord Metropolitan Hotel
Chennai (India)

Language

English

Fee

1,500 US Dollars

The fee covers tuition, study materials, welcome cocktail, refreshments and lunches. The fee does not cover travel and accommodation. Please note that no scholarships or fee waivers are available for this program. A 10% group discount applies where three or more participants belong to the same organization.

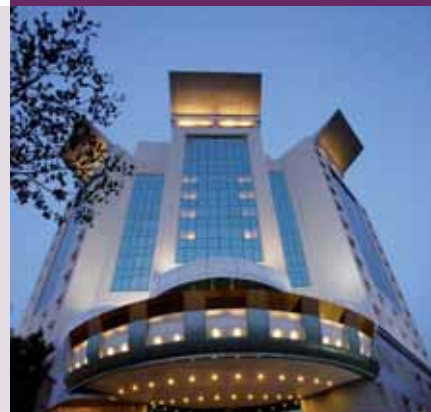
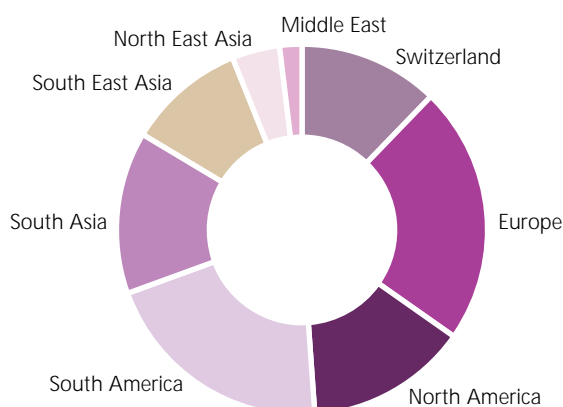
Organizations of some of the past participants

Alembic
Azores University
Bajaj Auto Ltd
BSH Bosch und Siemens
Cargill
CERN
Cisco Systems
Council of Scientific & Industrial Research

Dr. Reddy's Laboratories
European Patent Organisation
Franklin Pierce Law School
GE India Technology Centre
HCL Technologies Ltd
Hitachi Ltd.
Husqvarna AB
Mexican Institute of Industrial Property

Nokia
Petronas
Pirelli Spa
San Sebastian Tech Park
Siam Cement Co.
Ultrashape Ltd.
University of Minas Gerais
ZyduCadilla

Past Participants by region



Further Information

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