



WIPO Academy
WIPO Worldwide Academy

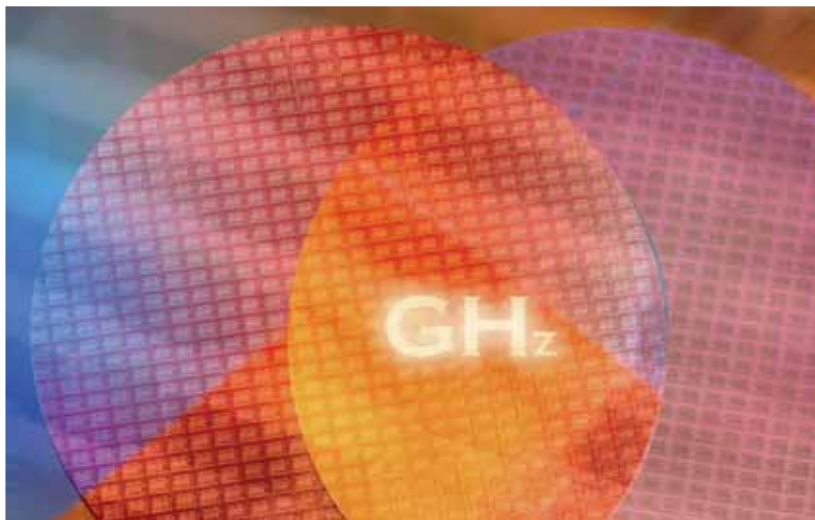


Confederation of Indian Industry

PROGRAM

STRATEGIC INNOVATION, PRODUCT DESIGN, DEVELOPMENT AND INTELLECTUAL PROPERTY MANAGEMENT

December 2 to 5, 2008
Chennai, India



EXECUTIVE PROGRAM

Harnessing intellectual property

9.00 – 9.30

Opening

Representative of Confederation of Indian Industry (CII)

Representative of World Intellectual Property Organization (WIPO)

Mr. N. N. Prasad, Joint Secretary, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India

9.30 – 10.45

Innovation Strategy and Intellectual Property (IP) Management

Mr. James Conley, Professor, Kellogg School of Management, Evanston, United States of America

10.45 – 11.15

Coffee Break

11.15 – 12.30

Strategies for Extracting Value from IP

Mr. Richard Buttrick, Senior Vice-President, Phillips Intellectual Property & Standards, Eindhoven, The Netherlands

12.30 – 14.30

Lunch Break

(13.30–14.15)

Innovation, Product Design and Development and IP Management in India: Perspectives from the Government of India

Mr. N. N. Prasad

14.30 – 15.45

Moving up the Value Chain through Strategic Management of Innovation and IP in the IT Industry

Mr. Himanshu Goswami, IP Attorney, Microsoft Corporation, Hyderabad, India

15.45 – 16.15

Coffee Break

16.15 – 17.30

IP Management of Innovation: Interface between R&D and IP within a firm

R. Buttrick

18.30 – 21.00

Cocktail

9.30 – 10.45

Innovation, Technology and IP Management in India: Challenges & Opportunities

Mr. Ashok. Jhunjhunwala, Professor, Department of Electrical Engineering, Indian Institute of Technology, Chennai, India

10.45 – 11.15

Coffee Break

11.15 – 12.30

Innovation and Value Articulation

J. Conley

12.30 – 14.30

Lunch Break

(13.30-14.15)

Innovation, Product Design and Development and IP Management in India: Perspectives from the Government of Tamilnadu

Mr. Rajiv Ranjan, Secretary (Commercial Taxes), Government of Tamil Nadu, Chennai

14.30 – 15.45

Creating an Innovation Culture: Making Innovation Happen

Mr. Walter Herbst, Professor, Kellogg School of Management and Director, Master of Product Development Program, Robert R.McCormick School of Engineering and Applied Science, Northwestern University, Evanston, United States of America

15.45 – 16.15

Coffee Break

16.15 – 17.30

Leveraging IP Information for Strategic Business Planning

R. Buttrick



THURSDAY, DECEMBER 4, 2008

9.30 – 10.45

Design, IP & Product Life Cycle

J. Conley

10.45 – 11.15

Coffee Break

11.15 – 12.30

IP Management Issues in Open Innovation

R. Buttrick

12.30 – 14.30

Lunch Break

14.30 – 15.45

Strategic Management of Innovation, Product Design and Development and IP in the Automobile Industry

Mr. Gerhard Bauer, Chief Trademark Counsel, Daimler AG

15.45 – 16.15

Coffee Break

16.15 – 17.30

Essentials of Product Design and Development

W. Herbst

FRIDAY, DECEMBER 5, 2008

9.30 – 10.45

Optimizing Design for Competitive Advantage

W. Herbst

10.45 – 11.15

Coffee Break

11.15 – 12.30

Marketing of IP Portfolio

G. Bauer

12.30 – 14.30

Lunch Break

14.30 – 15.45

IP Management Systems and Structures

G. Bauer

15.45 – 16.15

Coffee Break

16.15 - 17.30

IP Finance: Measuring and Reporting IP Value

Mr. Sven Beyer, Partner, Advisory, Corporate Finance, KPMG