



OSAKA SCHOOL OF
INTERNATIONAL PUBLIC
POLICY, OSAKA
UNIVERSITY



NATIONAL CENTER FOR
INDUSTRIAL PROPERTY
INFORMATION AND
TRAINING, KANSAI OFFICE
(INPIT-KANSAI)



JAPAN PATENT OFFICE



REGIONAL CONFERENCE

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Regional High-Level Summit for University Presidents and Senior Policy Makers on Creating an Enabling Innovation Environment (EIE) for Intellectual Property and Technology

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
Osaka School of International Public Policy, Osaka University, Japan; and

The National Center for Industrial Property Information and Training, KANSAI office
(INPIT-KANSAI)

with the assistance of
the Japan Patent Office (JPO)

Osaka, November 25 to 27, 2019

PROGRAM

prepared by the International Bureau of WIPO

Day 1 – Monday, 25 November, 2019

9.00 – 9.15 Arrival and Registration

9.15 – 9.30 **Opening Addresses:**

Mr. David Simmons, Counsellor, Regional Bureau for Asia and the Pacific (ASPAC), Development Sector, World Intellectual Property Organization (WIPO), Geneva

Ms. Yumiko Hamano, Intellectual Property Consultant, Partner, ET Cube International, Echenevex, France

9.30 – 10.00 **Welcome Addresses:**

Mr. Akihisa Matsuno, Professor / Dean, Osaka School of International Public Policy (OSIPP), Osaka University, Osaka

Mr. Manabu Niki, Director of the Regional Cooperation Office, Japan Patent Office, Tokyo

10.00 – 10.15 **Session 1.1 Japan-WIPO Funds in Trust (FIT)**

In this session a brief overview of the Japan FIT to WIPO will be presented, with information on how the contribution supports many development related activities across WIPO

Speaker: Mr. Fumio Ishitsuka, Program Officer, PCT International Cooperation Division, Cooperation Support Section, WIPO, Geneva

10.15 – 10.45 **Session 1.2 Introduction to Summit Purpose and Content**

In this session, the bigger picture of Technology Transfer will be highlighted, informing of the Enabling Innovation Environment (EIE) framework approach and providing an overview of what will be discussed at the Summit. Information in brief will be presented on:

- What is Technology Transfer? Why is it important in a university context? Why are we here?
- What is the universities unique societal role in innovation “ecosystem”?

Speaker Mr. Richard S. Cahoon, President BioProperty Strategy Group Inc., Adjunct Professor International Program, Cornell University, New York, United States of America (USA)

10.45 – 11.15 Networking Coffee/Tea Break

11.15 – 12.15 **Session 1.3 Presentation: History and Evolution of University IP-based Technology Transfer - The Relationship with the University Mission and Societal Impact**

Universities have a history based on the contribution to the advancement of knowledge and technology on the economic and social context of a country, through teaching, research and

extension courses. In this Session, viewing these elements through a commercialization lens will be discussed and if facilitating commercial exploitation of research outputs can be supported while still maintaining a university's main mission of supporting society.

Speaker Mr. Richard S. Cahoon

12.15 – 13.30 Lunch Break

13.30 – 14.15 **Session 1.4 Presentation: Benefits of IP-based Technology Transfer for the University, its Stakeholders, and Society at large**

In this Session, the speakers will discuss the need for synergy and alignment of the University's mission with the tech transfer function; the natural communality between non-profit research institutions and the for-profit sector; how intellectual property and technology transfer adds a dynamic new dimension to university mission and reputation.

Speaker Mr. Ashley Stevens, International Consultant, President, Focus IP Group, LLC, USA

14.15 – 15.15 **Session 1.5: Panel Session: Lessons Learned from Three Decades of University IP / Technology Transfer– Perspectives from the United States of America, Japan and the United Kingdom**

In this session, the following topics shall be discussed:

- Importance of IP Policy and its key elements
- Tech for the public good, not making money
- What could each country do differently if it could do it over again?
- What might the future hold?
- The roles that professional networks played in various countries and relevant international experiences

Speaker and Moderator Ms. Yumiko Hamano

Panelists: Mr. Takafumi Yamamoto, Chief Executive Officer (CEO) and President, TODAI TLO, Ltd., Tokyo (to present on the perspective from Japan)

Mr. Ashely Stevens (to present on the perspective from USA)

Mr. Cengiz A Tarhan, Director, Tarhan Associates Limited, United Kingdom (UK) (to present on the perspective from UK)

15.15 – 15.45 Networking Coffee/Tea Break

15.45 – 16.45 **Session 1.6 Panel Session: EIE Project Updates – “Hubs” to Present on Country Updates and Perspectives in moderated discussion**

In this Session, representatives of the Project “Hubs” will present from their National perspectives on the project, including updates on developments in their country, and issues faced by Spokes in each country.

Moderator: Mr. David Simmons

Panelists:

For Malaysia: Mr. Mohamed Ikhwan Bin Shahdzul Bakri, Director, Business Development Division, Intellectual Property Corporation of Malaysia (MyIPO), EIE Project Hub – Malaysia

For Thailand: Mr. Chalernpol Tuchinda, Vice President, National Science and Technology Development Agency (NSTDA), EIE Project Hub – Thailand

For Philippines: Mr. Teodoro C. Pascua, Deputy Director General, Intellectual Property Office of Philippines (IPOP), EIE Project Hub – Philippines

For Sri Lanka: Mr. Ajith de Alwis, Professor, University of Moratuwa and Coordinating Secretariat for Science, Technology and Innovation (COSTI), EIE Project Hub – Sri Lanka

For Viet Nam: Ms. Nguyen Thi Thu Hien, Deputy Director, IP Information Center, Intellectual Property Office of Viet Nam (IP Viet Nam), EIE Project Hub – Viet Nam

16.45 – 17.30 **Session 1.7 Panel Session: EIE Project Updates - “Spokes” to Present on Institution Updates and Needs in moderated discussion**

In this Session, representatives of the Project “Spokes” will provide comments on their experiences and journey in the project, issues they face and updates on developments in supporting Technology Transfer initiatives from institution, followed by moderated discussion.

Speaker and Moderator: Ms. Yumiko Hamano

Panelists:

For Malaysia: Mr. Mohd. Shahir Shamsir Omar, Director, Innovation and Commercialization Centre, Universiti Teknologi Malaysia (UTM ICC), Malaysia

For Thailand: Ms. Duanghathai Pentrakoon, Associate Professor / Director, Chulalongkorn University Intellectual Property Institute (CUIP), Chulalongkorn University, Thailand

For Philippines: Mr. Jerry Serapion, Manager of Information Technology Support Office (ITSO), Philippine Rice Research Institute (PhilRice), Philippines

For Sri Lanka: Mr. A A SP Jayasinghe, Head, Technology Transfer Division, National Engineering Research & Development Centre (NERD), Sri Lanka

For Viet Nam: Mr. Dinh Van Phong, Professor / Vice President, Hanoi University of Science and Technology (HUST), Viet Nam

17:30 Adjourn – End Day 1

Day 2 – Tuesday, 26 November 2019

9.00 – 9.40 **Session 2.1** **Presentation : A Senior representative of an innovative company with engagement in the area of university IP/technology and their perspectives/experiences on commercialization of IP, technology marketing, and collaboration with universities**

Speaker: Mr. Iwao Yoshino, CEO, Microwave Chemical Co., Ltd., Osaka

9.40 – 10.00 **Session 2.2** **Presentation : Developing and Supporting Associations of Technology Transfer Professions & Quantitate Assessment**

In the context of the EIE project for supporting IP-based technology transfer, the Speaker will provide:

- information on the value that in-country associations have in supporting the development of an ecosystem of technology transfer;
- the value of capturing information and metrics regarding the operations technology transfer offices for learning how to support their growth; and
- how the EIE project will support the development IP-based technology transfer through its project work with associations and supporting metrics assessment in each EIE country

Speaker: Mr. Ashley Stevens

10.00 – 10.45 **Session 2.3** **Presentation: Essential Elements of a Sustainable University IP and Technology Transfer Function**

In the context of university focused IP-based technology transfer, the Speakers will discuss contemporary approaches to Governance, including:

- The role of the University President;

- IP Policy Issues (academic freedom and publication, personnel and activities covered, ownership, commercial rights granting philosophy);
- Profit vs technology dissemination and public good;
- Conflict of Interest and Conflict of Commitment Policies;
- Relationships with industry

Speakers: Mr. Richard S. Cahoon

Mr. Ashley Stevens

10.45 – 11.15 Networking Coffee/Tea Break

11.15 – 11.45 **Session 2.4 Presentation: Collaboration with Industries and University and Contribution to the society**

Speakers: Mr. Jun Sugiura, Professor, Graduate School of Intellectual Property, Osaka Institute of Technology (OIT), Osaka

11.45 – 12.30 **Session 2.5 Presentation: Important Issues Regarding Technology Transfer Office (TTO) Funding and Operation**

In this Session, the Speakers shall discuss key-elements for supporting long-term sustainable technology transfer inside universities, including discussion on:

- the importance of full-time Director, skill sets of staff, staff requirements;
- Technology Transfer Offices – funding, investment, long-term sustainability, benefit sharing;
- Funding of patent expenses;
- Managing faculty expectations; all inventors are equals;
- Managing outside law firm; patent strategy (include global);
- Communicating value to stakeholders (including impact / financial, economic development, public relations).

Speakers: Mr. Ashley Stevens

Mr. Cengiz A Tarhan

12.30 – 14.00 Lunch Break

14.00 – 15.00 **Session 2.6 Panel Session: Overview of Standard University IP / Technology Transfer and Commercialization Process across different regions**

In this Session, the Panelists shall present or provide details on the approach and practices of general TTO in their country, noting their experiences and potential differences in practice; followed by moderated discussion

Speaker and Moderator: Ms. Yumiko Hamano

Panelists: Mr. Kosuke Kato, Associate Professor, Co-creation Bureau, Osaka University, Osaka

Mr. Richard S. Cahoon

Mr. Cengiz A Tarhan

15.00 – 15.30 **Session 2.7 Presentation: WIPO's IP Advantage Initiatives - Case Studies and Audiovisual Content Creation**

In this Session, the Speaker will share information on WIPO's IP Advantage database and case studies, which highlights an array of real examples on IP protection (patents, trade marks, and industrial designs), management and exploitation. This is an extensive source of information and best practices for Small and Medium Enterprises (SMEs) dealing with IP.

Speaker: Ms. Rebecca Ferderer, Associate Research Officer, WIPO Japan Office (WJO), Tokyo

15.30 – 16.00 Networking Coffee/Tea Break

16.00 – 17.15 **Session 2.8 Panel Session: University IP-based Start-ups – The University as a Participant in the Innovation Ecosystem and How Can Governments support it?**

In this Session, the panelists will discuss experiences across the region in start-ups, entrepreneurship, university equity, conflict of interest with a focus on technology transfer driven economic development. The role of government in supporting this will also be discussed, including example and where a need to fill gaps to provide support in the process can provide further benefits.

Speaker and Moderator: Mr. Ashley Stevens

Panelists For Malaysia: Dato' Kamel Mohamad, Deputy Secretary General (Strategic Planning), Ministry of Education Malaysia, Malaysia

For Thailand: Mr. Pathom Sawanpanyalert, Deputy Permanent Secretary, Office of the Permanent Secretary, Ministry of Higher Education, Science, Research and Innovation (MHESI) (TBC), Thailand

For Philippines: Ms. Rowena Cristina L. Guevara, Under Secretary for Research and Development, Department of Science and Technology (DOST), Philippines

For Sri Lanka: Mr. T.D.S.P Perera, Additional Secretary, Technology Transfer Division, Ministry of Science, Technology and Research, Sri Lanka

For Viet Nam: Mr. Nguyen Hoang Hai, Acting Director,
Department of Science and Training, Ministry of
Science and Technology, Viet Nam

17.15 – 18.00 **Session 2.9 Panel Session: Presentations from TTO attendees & Roundtable Discussion**

In this Session, some attendees will provide short presentations (5 minutes maximum) on their institution's own TTO experience, followed by moderated discussion

Speaker and Moderator: Mr. Richard S. Cahoon

Panelists: For Malaysia: Ms. Norhayati Nordin, Director, Innovation and Commercialization Division, Forest Research Institute Malaysia (FRIM), Malaysia

For Thailand: Mr. Pattarachai Kiratisin, Professor / Director, Institute for Technology and Innovation Management, Mahidol University, Thailand

For Philippines: Mr. Jerry Serapion

For Sri Lanka: Ms. BM Jayawardena, Professor / Dean, Faculty of Science, University of Kelaniya, Sri Lanka

For Viet Nam: Mr Lam Quang Vinh, Director of Department of Science and Technology, Viet Nam National University of Ho Chi Minh City, Viet Nam

18.00 – 18.15 **Session 2.10** Summary and Wrap up of Summit

Speaker: Mr. Richard S. Cahoon

18.15 – 18.30 **Closing Ceremony**

Speaker: Mr. Kosuke Kato

18.30 Adjourn – End Day 2

19.00 – 20.30 Dinner at Osaka University Nakanoshima Center Cafeteria, 2nd floor

Day 3 – Wednesday, 27 November 2019

9.00 – 12.00 **Study Visit**

Panasonic Museum, Panasonic Corporation, Osaka, Japan

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