MINISTRY OF FOREIGN AFFAIRS
GOVERNMENT OF THE
REPUBLIC OF SINGAPORE

INTELLECTUAL PROPERTY
OFFICE OF SINGAPORE

IP ACADEMY OF SINGAPORE

WORLD INTELLECTUAL
PROPERTY ORGANIZATION

TRAINING COURSE FOR ASIA AND THE PACIFIC ON DOING
BUSINESS WITH INTELLECTUAL PROPERTY (IP)

organized by
the World Intellectual Property Organization (WIPO)

and
the Ministry of Foreign Affairs
of the Government of the Republic of Singapore
under the Singapore Cooperation Programme

with the assistance of
the Intellectual Property Office of Singapore (IPOS) and
the IP Academy of Singapore

Singapore, October 13 to 21, 2003

PROVISIONAL PROGRAM

*Document prepared by the International Bureau of WIPO*
Monday, October 13, 2003

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<th>Time</th>
<th>Session</th>
<th>Presentation</th>
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<td>9.00 – 10.00</td>
<td>Opening Statements</td>
<td>Representative of the Ministry of Foreign Affairs, Singapore</td>
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<td>Mr. Wong Sheng Kwai, Assistant Director General, Infrastructure Development Division, Intellectual Property Office of Singapore (IPOS)</td>
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<td>Associate Professor Loy Wee Loon, Deputy Director, IP Academy Singapore</td>
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<td>Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO</td>
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<td>10.00 – 10.30</td>
<td>Coffee/tea break</td>
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<tr>
<td>10.30 – 11.15</td>
<td>Session 1</td>
<td>Introduction to Intellectual Property</td>
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<td>Presentation by Mr. Saw Cheng Lim, Assistant Professor, Singapore Management University, Fellow, IP Academy</td>
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<td>11.15 – 12.00</td>
<td>Session 2</td>
<td>The Strategic Role of IP in the Singaporean Business Environment</td>
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<td>Presentation by Mr. Wong Sheng Kwai, Assistant Director General, Infrastructure Development Division, IPOS</td>
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<td>12.00 – 13.30</td>
<td>Lunch break</td>
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<td>13.30 – 15.00</td>
<td>Session 3</td>
<td>The Role of Intellectual Property Rights (IPRs) in Enhancing the Competitiveness of Enterprises; the Importance of Proper Management of Trade Secrets</td>
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<td>Presentation by Mr. Guriqbal Singh Jaiya</td>
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<td>15.00 – 15.30</td>
<td>Coffee/tea break</td>
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<td>15.30 – 17.00</td>
<td>Session 4</td>
<td>Managing the Innovation Process</td>
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<td>Presentation by Professor Casey Chan, Professorial Fellow, IP Academy</td>
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<td>17.30 – 19.30</td>
<td>WIPO reception</td>
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### Tuesday, October 14, 2003

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<th>Topic</th>
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<tr>
<td>9.00 – 10.30</td>
<td>Session 5</td>
<td>From an Idea to a Patent, from Patent to Profit, Strategies for Success</td>
<td>Mr. Subash Bijlani, President, Magnus Engineers Pvt., Limited, India</td>
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<td>10.30 – 11.00</td>
<td>Coffee/tea break</td>
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<td>11.00 – 12.30</td>
<td>Session 6</td>
<td>The Role of Trademarks in the Marketing and Export Strategy of an Enterprise</td>
<td>Mr. Adam Liberman, Partner, Freehills, Sydney, Australia</td>
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<td>12.30 – 14.00</td>
<td>Lunch break</td>
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<td>14.00 – 15.30</td>
<td>Session 7</td>
<td>Copyright and Related Rights in Business, Challenges and Opportunities</td>
<td>Mr. Ang Kwee Tiang, Regional Director, Asia Pacific Regional Office, International Confederation of Societies of Authors and Composers (CISAC)</td>
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<td>15.30 – 16.00</td>
<td>Coffee/tea break</td>
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<td>16.00 – 17.30</td>
<td>Session 8</td>
<td>The Power of Designs in Successful Marketing of a Business Enterprise</td>
<td>Mr. Subash Bijlani</td>
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### Wednesday, October 15, 2003

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<tr>
<th>Time</th>
<th>Session 9</th>
<th>Developing an IP Strategy and Integrating IP in Your Business Plans</th>
<th>Mr. Subash Bijlani</th>
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<td>10.30 – 11.00</td>
<td>Coffee/tea break</td>
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<td>11.00 – 12.30</td>
<td>Session 10</td>
<td>IP Issues in Mergers and Acquisitions (M&amp;A)</td>
<td>Mr. Adam Liberman</td>
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12.30 – 14.00 Lunch break
14.00 – 15.30 Session 11 Performing an IP Audit, Understanding the Process and its Importance
Presentation by Mr. Keoy Soo Earn, Senior Manager, Valuation & Strategy, PriceWaterhouseCoopers, Singapore
15.30 – 16.00 Coffee/tea break
16.00 – 17.30 Session 12 IP as a Financial Asset, Investing and Harvesting Returns from your IP
Presentation by Mr. Adam Liberman

Thursday, October 16, 2003

9.00 – 10.30 Session 13 Case studies of companies leveraging off IP Companies perspective on how IP is leveraged on in business
Presentation by Mr. Jan de Visser, General Manager/IP & Standards, Phillips Singapore Dr. Alex Lin, Director, Bluengine
10.30 – 11.00 Coffee/tea break
11.00 – 13.00 Session 14 Three group workshop sessions on IP strategic business planning to be followed by group presentations
Facilitators • Prof. Casey Chan
• Mr. Subash Bijlani
• Mr. Keoy Soo Earn
13.00 – 14.30 Lunch break
14.30 – 17.30 Session 15 Visits to:
– Singaporean companies using IP successfully

/...
Friday, October 17, 2003

9.00 – 12.30 Session 16, to be followed by panel discussion
Policy and Institutional Infrastructure to Promote the Use of IP in Business
– The Role of the Intellectual Property Office
– The Role of Enterprise Support Institutions
– The Role of WIPO

Presentations by
– Ms Rose Ramli, Director, Resource & Capability Development, IPOS
– Mr Seck Yee Kwang, Senior Officer, IP Strategic Business Unit, Economic Development Board
– Ms. Rowena Paguio, Senior Program Officer, Cooperation for Development Bureau for Asia and the Pacific, WIPO

Moderator – Mr. Wong Sheng Kwai

12.30 – 14.00 Lunch break

14.00 – 17.30 Session 17 Exchange of Information and Experiences on National and/or Enterprise Policies, Strategies and Approaches on the Successful Use of IP in Business

Presentations by Participants

Moderator Ms. Rowena S. Paguio

Monday, October 20, 2003

9.30 – 10.30 Session 18 Increasing Awareness and Understanding of IP in Industry

Presentation by Mr. Marvin Ng, Business Development Consultant, IP Academy

10.30 – 11.00 Coffee/tea break

11.00 – 12.30 Session 19 Deal-making, Negotiating Techniques and Strategies

Presentation by Mr. Gilbert Leong, Partner, Rodyk & Davidson

12.30 – 14.00 Lunch break

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Monday, October 20, 2003 (cont’d)

14.00 – 15.30 Session 20 Extracting Value from your IP through Licensing and Franchising, All about Licensing and Licensing Strategy

Presentation by Mr. Heinz Goddar, Partner, Boehmert and Boehmert, Munich, Germany

15.30 – 16.00 Coffee/tea break

16.00 – 17.30 Session 21 Deal-making, Understanding the Contractual Terms and Conditions for Licensing “out”

Presentation by Mr. Heinz Goddar

Tuesday, October 21, 2003

9.00 – 12.30 Session 22 Licensing Game

- Mr. Heinz Goddar
- Mr. Gilbert Leong
- IPOS and WIPO

12.30 – 14.00 Lunch break

14.00 – 15.00 Course Review and Evaluation
Ministry of Foreign Affairs and WIPO

15.00 – 16.00 Closing and Award of Certificates

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