



NATIONAL OFFICE OF INTELLECTUAL  
PROPERTY OF VIET NAM (NOIP)



JAPAN PATENT OFFICE



---

## REGIONAL FORUM

---

**WIPO/IP/HAN/11/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: NOVEMBER, 2011**

## University – Industry Collaboration to Promote Technology Transfer

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the National Office of Intellectual Property of Viet Nam (NOIP)  
Government of Viet Nam

and with the assistance of  
the Japan Patent Office (JPO)

**Hanoi, November 2 to 4, 2011**

PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, November 2, 2011

8.30 – 9.00 Registration

9.00 – 9.30 Opening ceremony

Welcome addresses by:

Mr. Ta Quang Minh, Director General, the National Office of Intellectual Property of Viet Nam (NOIP), Hanoi

Mr. Shunichi DOI, Director General, Second Patent Examination Department, Japan Patent Office (JPO), Tokyo

Mr. Geoffrey Onyeama, Deputy Director General, Development Sector, the World Intellectual Property Organization (WIPO), Geneva

**Theme I Intellectual Property (IP) and Technological Innovation**

9.30 – 10.00 Coffee Break

10.00 – 11.30 Topic 1 National IP Strategies for Innovation Promotion: The Experience of Certain Countries

Speakers: Mr. Nguyen Duc Dung, Head of International Cooperation Division, National Office of Intellectual Property of Vietnam (NOIP), Hanoi

Mr. Shunichi DOI

Discussion

11.30 – 12.30 Topic 2 The Legal and Regulatory Framework for Innovation and Technology Transfer

Speaker: Mr. Zhang Yousheng, Vice Director, International Technology Transfer Center (ITTC), Tsinghua University, Beijing

Discussion

12.30 – 14.00 Lunch Break

**Theme II Key Issues of IP and Technology Management: From Research to Commercialization**

14.00 – 15.30 Topic 3 The Importance of Technology Management for Universities and Research Institutions

Speakers: Ms. Yumiko Hamano, Senior Program Officer, Patents and Innovation Division, Innovation and Technology Sector, WIPO, Geneva

Mr. Chung Yon Woo, Consultant, Commercialization Support Team, Korean

Invention Promotion Association KIPA, Seoul

	Discussion	
15.30 – 16.00	Coffee Break	
16.00 – 17.00	Topic 4	Ownership of IP Rights and Revenue Sharing
	Speaker:	Mr. Mohamed Shariff Mohamed Din, Director, Innovation & Commercialization Center, University Putra Malaysia, Selangor
	Discussion	
18.30	WIPO Reception	

Thursday, November 3, 2011

<b>Theme II (Cont'd)</b>	<b>Key Issues of IP and Technology Management: From Research to Commercialization</b>	
9.00 – 9.45	Topic 5	IP and Technology Management Offices (TMOs)
	Speaker:	Mr. Shin Seongchan, Deputy Director, Intellectual Property Promotion Division, Korean Intellectual Property Office (KIPO), Daejeon
	Discussion	
9.45 – 10.30	Topic 6	Invention Disclosure Process, Patent Protection and Cost Management
	Speaker:	Mr. Mohamed Shariff Mohamed Din
10.30 – 11.00	Coffee Break	
11.00 – 12.30	Topic 7	Commercialization Procedures; Licensing, Spin-offs and Start-ups
	Speakers:	Ms. Yumiko Hamano  Mr. Yoshitoshi Tanaka, Professor, Graduate School of Innovation Management, Tokyo Institute of Technology, Tokyo
	Discussion	
12.30 – 14.00	Lunch Break	
<b>Theme III</b>	<b>Technology Transfer: Challenges, Opportunities and Successful Cases</b>	
14.00 – 15.30	Reports by participating countries: China, India, Indonesia, Islamic Republic of Iran, Malaysia and Mongolia	

Coordinator: Ms. Yumiko Hamano

15.30 – 16.00 Coffee Break

16.00 – 17.15 Reports by participating countries: Pakistan, Philippines, Sri Lanka, Thailand and Viet Nam

Coordinator: Ms. Yumiko Hamano

Friday, November 4, 2011

**Theme IV Cross-Border Collaboration between Universities, Public Research Institutions and Industry**

9.00 – 10.30 Topic 8 Opportunities and Challenges for Open Innovation

Speakers: Mr. Yoshitoshi Tanaka

Mr. Zhang Yousheng

Discussion

10.30 – 11.00 Coffee Break

11.00 – 11.30 Topic 9 WIPO University Initiative Program

Speaker: Ms. Yumiko Hamano

Discussion

**Theme V Accelerating Technology Transfer of Environmentally Sound Technologies (ESTs)**

11.30 – 12.30 Topic 10 WIPO Green: A Mechanism for Accessing ESTs

Speaker: Mr. Anatole Krattiger, Director, Global Challenges Division, Department for Traditional Knowledge and Global Challenges, Global Issues Sector, WIPO, Geneva

Discussion

12.30 – 14.00 Lunch Break

14.00 – 15.30 Topic 11 Experiences and Successful Cases of Technology Transfer of ESTs

Coordinator: Mr. Anatole Krattiger

Panel with short presentations by India and Malaysia

Discussion

15.30 – 16.00 Coffee Break

16.00 – 17.00	Roundtable Discussion	The Promotion of Innovation through Enhanced Collaboration between Research Institutions and the Private Sector: Impediments and Solutions
		Moderator: Ms. Yumiko Hamano
		Speakers: All participants and speakers
17.00	Closing ceremony	

[End of document]