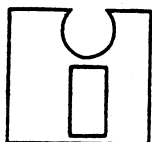


**WIPO/IFIA/KUL/96/INF.1**

**ORIGINAL:** English

**DATE:** August 1996



INTERNATIONAL FEDERATION OF  
INVENTORS' ASSOCIATIONS  
(IFIA)



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION  
GENEVA

## **WIPO-IFIA INTERNATIONAL SYMPOSIUM ON THE COMMERCIALIZATION OF PATENTED INVENTIONS**

jointly organized by  
the World Intellectual Property Organization (WIPO)  
and  
the International Federation of Inventors' Associations (IFIA)  
with the cooperation of  
the Malaysian Invention and Design Society (MINDS)  
supported by  
the Ministry of Domestic Trade and Consumers Affairs, Malaysia

Kuala Lumpur, August 18 to 22, 1996

**PROGRAM**

*Document prepared by the International Bureau of WIPO*

SUNDAY, AUGUST 18

15.00

Registration

18.00

Closing ceremony of the “1996 Malaysian Invention and Design Exhibition  
MINDEX '96”  
Reception hosted by the President of MINDS

MONDAY, AUGUST 19

10.00

Opening ceremony

Addresses by:

- The Minister of Domestic Trade and Consumers Affairs
- The Representative of the Director General of WIPO
- The President of IFIA
- The President of MINDS

10.30

Break

11.00

**Introduction to commercialization of patented inventions (different options:  
manufacturing, licensing patent rights, selling patent rights)**

Speaker: Mr. Vladimir Yossifov, Head of the Development Cooperation Program and  
Planning Section, WIPO

Reference document: WIPO/IFIA/KUL/96/1

**Topic 1: Commercialization of patented inventions:**

11.30

(a) Preparation of feasibility studies and market surveys

Speaker: Dr. Dirk Groenewegen, President, IPD-Consulting, Board member of the  
Netherlands Association of Inventors (NOVU), The Netherlands

Reference document: WIPO/IFIA/KUL/96/2

Discussion

13.00

Lunch break

14.30

(b) IFIA survey of services offered by national associations of inventors

Speaker: Mr. Sigurdur S. Bjarnason, Federation of Icelandic Innovators, Iceland

Reference document: WIPO/IFIA/KUL/96/3

Discussion

16.00

(c) Valuation of patented inventions for the purpose of their commercialization

Speaker: Mr. Subash K. Bijlani, Managing Director, MOI Engineering Ltd., India

Reference document: WIPO/IFIA/KUL/96/4

Discussion

18.00

Reception hosted by WIPO

TUESDAY, AUGUST 20

09.00

**Topic 2: Publicity for commercialization of patented inventions:**

(a) The use of media (printed press, television, radio, etc.)

Speaker: Ms. Joanne Hayes-Rines, First Vice-President, United Inventors Association of the USA, Editor/Publisher, Invention Digest, United States of America

Reference document: WIPO/IFIA/KUL/96/5

(b) Organizing Exhibitions of Inventions and Promoting the Commercialization of Patented Inventions

Speaker: Mr. Wu Heng, President, China Association of Inventions, China

Reference document: WIPO/IFIA/KUL/96/6

(c) Other means for the marketing of inventions

Speaker: Ms. Teoh Kim Ean, Director, Key Associates (M) Sdn. Bhd., Malaysia

Reference document: WIPO/IFIA/KUL/96/7

Discussion

10.30

Break

**Topic 3: National experience in commercialization of inventions**

11.00

**Commercialization of inventions and transfer of technology in the ASEAN countries**

Speaker: Mr. Anuar Md. Nor, Chief Executive Officer, Malaysian Technology Development Corporation, Malaysia

Reference document: WIPO/IFIA/KUL/96/8

Discussion

13.00

Lunch break

14.30

IFIA General Assembly

Dinner Reception hosted by the Minister of Domestic Trade and Consumer Affairs

WEDNESDAY, AUGUST 21

09.00

**Topic 3: National experience in commercialization of inventions (continued)**  
Country reports and discussion

10.30

**Topic 4: The role of invention promotion companies and organizations in the commercialization of patented inventions**

Speaker: Mr. Gan Chiu Liang, Managing Director, Coses Marketing, Singapore  
Inventors' Development Association, Singapore

Reference document: WIPO/IFIA/KUL/96/9

Discussion

11.30

Break

12.00

**Topic 5: The role of patent agents in the commercialization of patented inventions**

Speaker: Mr. Clarence Feldmann, Patent Attorney, Switzerland

Reference document: WIPO/IFIA/KUL/96/10

Discussion

13.00

Lunch break

14.30

IFIA General Assembly

18.00

THURSDAY, AUGUST 22

09.00

**Round table discussion on the commercialization of patented inventions**

Moderator: Dr. Ernő Szarka, President, Hungarian Patent Office, Hungary

11.30

Break

12.00

Closing session of the Symposium

14.30

Study tour to the Forest Research Institute of Malaysia (FRIM), about 45 minutes from the City Center. Visit organized by MINDS. (Optional)

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