

**WIPO/IP/HKG/09/INF/1 Prov.**

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STATE INTELLECTUAL  
PROPERTY OFFICE OF THE  
PEOPLE'S REPUBLIC OF CHINA



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION

**WIPO REGIONAL SYMPOSIUM ON MANAGEMENT OF  
INTELLECTUAL CAPITAL, INTELLECTUAL ASSETS AND  
INTELLECTUAL PROPERTY**

organized by  
the World Intellectual Property Organization (WIPO)

and  
the Government of China

and hosted by  
the Intellectual Property Department of the Government of the  
Hong Kong Special Administrative Region (SAR), China

**Hong Kong, October 29-30, 2009**

PROGRAM

*prepared by the International Bureau of WIPO*

Thursday, 29 October 2009

8.30 – 9.00 Registration

9.00 – 9.30 Opening Ceremony

Welcome addresses by:

- Mr. Lu Guoliang, Director General, International Cooperation Department, State Intellectual Property Office of The People's Republic of China
- Miss Yvonne Choi Ying Pik, Permanent Secretary for Commerce and Economic Development (Commerce, Industry & Tourism), Commerce and Economic Development Bureau, the Government of the Hong Kong Special Administrative Region, China
- Ms. Wang Binying, Assistant Director-General, the World Intellectual Property Organization (WIPO), Geneva

9.30 – 10.05 Introduction: Intellectual Capital - What is It and Why does It Matter

Speaker: Professor Göran Roos, Honorary Professor, Warwick Business School, Warwick University, Coventry, United Kingdom (Powerpoint)

THEME ONE: INTELLECTUAL PROPERTY AND INTELLECTUAL CAPITAL MANAGEMENT: A REGIONAL PERSPECTIVE

10.05 – 10.40 Topic 1: In Search of Excellence: Intellectual Capital Management for Small and Medium-sized Enterprises in Hong Kong

Speaker: Mr. Stephen Selby, Director of Intellectual Property, the Government of the Hong Kong Special Administrative Region, China (Powerpoint)

10.40 – 10.55 *Coffee Break*

10.55 – 11.30 Topic 2: Applying the Intellectual Capital Process Model to Local Traditional Knowledge: The Case of Mea-hiya Community

Speaker: Mr. Pitipong Yodmongkon, Lecturer, College of Arts, Media and Technology, Chiang Mai University, Chiang Mai, Thailand (Powerpoint)

11.30 – 12.00 Discussion: Speakers and Participants

- 12.00 – 14.00 *Lunch Break*
- 14.00 – 14.35 Topic 3: The Implications of Intangible Assets in Small and Medium-sized Enterprises' Succession Process
- Speaker: Ms. Susanne Durst, Research Assistant and Lecturer at the Chair of International Management, Institute of Entrepreneurship, University of Liechtenstein, Vaduz, Liechtenstein (Powerpoint)
- 14.35 – 15.10 Topic 4: Intellectual Capital, Intellectual Property and Tourism: An Empirical Study in Southeast Asia
- Speaker: Dr. Marien van den Boom, Research Fellow Intellectual Capital, knowledge economies and Asian countries – Centre of Research in Intellectual Capital, INHolland University of Applied Sciences, Netherlands (Powerpoint)
- 15.10 – 15.25 *Coffee Break*
- 15.25 – 16.00 Topic 5: The Role of the Government in Facilitating the Greater Use of Intellectual Property and Intellectual Capital as a Strategic Tool
- Speaker: Mr. Peter Willimott, Director, Marketing & Customer Engagement, IP Australia, Australia (Powerpoint)
- 16.00 – 16.35 Topic 6: Intellectual Capital Management Initiatives in Japan
- Speaker: Ms. Setsuko Morishita, Director, Actcell Corporation, Tokyo, Japan (Powerpoint)
- 16.35 – 17.00 Discussion: Speakers and participants

Friday, 30 October 2009

THEME TWO: IDENTIFICATION, VALUATION AND MANAGEMENT OF INTELLECTUAL ASSETS AND INTELLECTUAL PROPERTY

- 9.00 – 9.35 Topic 7: Intellectual Assets Audits – Identifying and Evaluating the Intellectual Assets in Your Business
- Speaker: Dr. Patrick H. Sullivan, President and CEO of ICMG LLC, United States of America (Powerpoint)

- 9.35 – 10.10     Topic 8:     Valuation of Intellectual Assets: Valuation Techniques, Parameters, Methodologies and Limitations  
Speaker: Mr. Ma Lianyuan, President, All-China Patent Agents Association (ACPAA), China (Powerpoint)
- 10.10 – 10.25     *Coffee Break*
- 10.25 – 11.00     Topic 9:     Controlling Risks Associated with Intellectual Assets  
Speaker: Ms. Audrey Yap Su Ming, Managing Partner, Yu Sarn Audrey & Partners, Singapore (Powerpoint)
- 11.00 – 11.35     Topic 10:     Formulating Intellectual Property Management Strategies – Turning New Ideas into Commercial Products  
Speaker: Mr. José-Luis Hercé-Vigil, Project Manager, Coordination Sector for External Relations, Industry, Communication and Public Outreach, WIPO Office in Singapore (Powerpoint)
- 11.35 – 12.00     Discussion:     Speakers and participants
- 12.00 – 14.00     *Lunch Break*
- 14.00 – 14.35     Topic 11:     Exploiting Intellectual Property in a Complex World – The Process of Intellectual Capital Value Creation – A Study of Information Technology Industries  
Speaker: Professor Jin Zhouying, Senior Researcher and Professor of Chinese Academy of Social Sciences (CASS); Director of Center for Technology Innovation and Strategy Studies (CTISS) of CASS, China (Powerpoint)
- 14.35 – 15.10     Topic 12:     Practices in Protection of Intellectual Assets: Protection for Trademarks, Creations, Designs  
Speaker: Mr. Jimmy Zhong, Vice President and Country Manager, Philips Intellectual Property & Standards China, Philips (China) Investment Co. Ltd., China (Powerpoint)
- 15.10 – 15.40     Discussion:     Speakers and participants
- 15.40 – 16.00     *Closing Ceremony*