

# Intellectual Asset Management Seminar 2006

**21 to 22 November 2006 Marina Ballroom, The Excelsior Hong Kong  
(281 Gloucester Road, Causeway Bay, Hong Kong)**

Hong Kong enterprises, especially SMEs, should be more innovative and strengthen their competitive advantages in order to compete with global competitors.

Apart from tangible assets, many intangible assets such as human resources, business goodwill, marketing intelligence, intellectual property, management strategies, etc. will be generated during the business operation process. If enterprises can extract values from such knowledge through analysis, organization and exploitation, these values will become their important intellectual assets. By identifying potential intellectual properties such as trade marks, patents, designs, copyrights, etc. from these assets, the enterprises could strengthen their competitive advantages and as a result, create wealth for them. Therefore recognizing how to establish a specific set of Intellectual Asset Management (IAM) practices and strategies is essential.

The Intellectual Property Department, HKSARG will organise an IAM seminar with the support of Federation of Hong Kong Industries, Hong Kong General Chamber of Commerce and Hong Kong Trade Development Council. Prominent speakers from different countries will be invited. The seminar aims to provide an excellent platform for Hong Kong businessmen to understand the concept of IAM and how to incorporate this concept into their businesses and generate wealth for them.

<b>21 November 2006</b>	<b>9:00am – 5:45pm</b>
<ul style="list-style-type: none"><li>◆ Intellectual Asset Management in Evolution</li><li>◆ Human Capital and Ideas: Your Important Assets for Businesses</li><li>◆ Exploitation of Intellectual Assets: Best Practices</li><li>◆ Recognition and Protection of Intellectual Asset</li><li>◆ How To Discover Your Hidden Values in Your Company?</li></ul>	
<b>22 November 2006</b>	<b>9:30am – 4:30pm</b>
<ul style="list-style-type: none"><li>◆ Intellectual Assets: Valuation and Protection</li><li>◆ Intellectual Asset Management Strategy – Case Studies from Business Enterprises</li><li>◆ The Value of IAM in Today's Enterprises</li><li>◆ How to Protect Your Intellectual Assets?</li><li>◆ Establishing Intellectual Capital (IC) Centre and IC Gatherings in Hong Kong and Mainland: The Challenges</li></ul>	

*\* The seminar will be conducted in English, with simultaneous interpretation in Putonghua.*

**Free Admission. Enquiries : (852) 2961 5627 or (852) 2961 6879**

**Enrolment Form** (Please write in English)

**Deadline: 13 November 2006**

Please fill in the following information and return by fax to **(852) 2155 2310** or by mail to **Marketing Division, Intellectual Property Department, 25/F Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong before 13 November 2006.** (Enrolment will be processed on a first-come-first-served basis. Successful applicants will be notified by email or by fax.)

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax(must fill in): \_\_\_\_\_ Email(must fill in): \_\_\_\_\_

**Supporting Organisations:**

Federation of Hong Kong Industries  
Hong Kong General Chamber of Commerce  
Hong Kong Trade Development Council

**Organiser:** Intellectual Property Department, HKSARG



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