

21.11.2006

<b>Time 時間</b>	
08:30	Registration 登記
09:00	Opening Remarks 開幕辭 The Hon. Mrs. Rita Fan Hsu Lai-tai, GBS, JP, President of the Legislative Council, HKSARG 香港特區政府立法會主席范徐麗泰女士
09:15	Keynote Speech 主題演講 Promoting Innovation as a Key Strategy in the Era of the “Eleventh Five-year Plan” 積極創新是‘十一五’規劃時期的戰略重點 Keynote Speaker 主題講者 Professor Huang Fan-zhang, Vice Chairman, China Reform Forum 中國改革開放論壇副理事長黃範章教授
09:45	<b>Session I</b> <b>第一節</b> <b>Intellectual Asset Management (IAM) in Evolution</b> <b>知識資產管理之演變</b> Positioning Hong Kong as a Regional Technology Service Hub 香港區域科技服務樞紐 Speaker 講者 <a href="#">Mr. Anthony SK Wong, Commissioner for Innovation and Technology, HKSARG</a> <a href="#">香港特區政府創新科技署署長王錫基先生</a>
10:15	Intellectual Capital (IC), Intellectual Asset (IA) and Intellectual Property (IP): The Future Competitive Advantages for Your Business 知識資本、知識資產及知識產權: 企業未來的競爭優勢 Speaker 講者 <a href="#">Mr. Joseph Luk, Co-owner, M Moser Group</a> <a href="#">M Moser 集團共有人陸文強先生</a>
10:45	Question and Answer Session <b>答問環節</b> Moderator 主持人 Mr. Stephen Selby, Director of Intellectual Property, HKSARG 香港特區政府知識產權署署長謝肅方先生
11:00	Coffee/Tea Break <b>茶聚時間</b>

<p>11:20</p> <p>11:50</p>	<p><b>Session II</b> 第二節</p> <p>Speaker 講者</p> <p>Speaker 講者</p>	<p><b>Human Capital and Ideas: Your Important Assets for Businesses</b> 人力資本及意念: 企業重要的資產</p> <p>Effective Intellectual Asset Management: The Human Aspects of Extracting Key Knowledge from Your Workforce 有效的知識資產管理: 從您的員工獲取重要知識的人事因素</p> <p>Turning Ideas and Know-how into Intellectual Assets and Profits – Emerging Needs of Intellectual Asset Management (IAM) for Businesses 將意念和技術轉化為知識資產及盈利 – 知識資產管理對企業的迫切性</p> <p>Dr. Gordon McConnachie, Board Chairman, The Intellectual Assets Centre, Scotland 蘇格蘭知識資產中心主席高登·麥克科那奇博士</p> <p>Dr. Patrick H. Sullivan, Sr., Founder of ICMG Dr. Patrick H. Sullivan, Sr., ICMG 創辦人</p>
<p>12:20</p>	<p>Question and Answer Session 答問環節</p> <p>Moderator 主持人</p>	<p>Mr. Stephen Selby 謝肅方先生</p>
<p>12:35</p>	<p>Lunch 午膳</p>	
<p>14:00</p> <p>14:30</p>	<p><b>Session III</b> 第三節</p> <p>Speaker 講者</p> <p>Speaker 講者</p>	<p><b>Exploitation of Intellectual Assets: Best Practices</b> 知識資產開發: 最佳的實踐</p> <p>Unlocking Intellectual Property(IP)/Intellectual Asset (IA) Value: Leveraging IP as a Business Tool 發掘知識產權/知識資產的價值: 以知識產權作為營商工具</p> <p>Utilization of Unregistered Assets: Trade Secrets, Technical Information, Contracts, Accreditation and Show How 善用未註冊資產: 商業秘密、技術資料、合約、鑒定和示範</p> <p>Mr. David Llewelyn, Director &amp; Board of Governor, IP Academy, Singapore 新加坡知識產權學院院長及理事戴維·萊維林先生</p> <p>Ms. Lyn Ng, Deputy Director, IP Academy, Singapore 新加坡知識產權學院副院長黃琳女士</p> <p>Ms. Andrea Fong, Solicitor, Member, Licensing Executive Society of China, Hong Kong Sub-Chapter 中國許可貿易工作者協會香港分會成員房萃儀律師</p>

15:00	<p>Question and Answer Session 答問環節</p> <p>Moderator Mr. Peter Cheung, Deputy Director of Intellectual Property, HKSARG          主持人 香港特區政府知識產權署副署長張錦輝先生</p>
15:15	Coffee/Tea Break 茶聚時間
15:35	<p><b>Session IV</b>  <b>第四節</b></p> <p><b>Recognition and Protection of Intellectual Asset</b>  <b>發掘及保護知識資產</b></p> <p>Ways to Recognise Your Investable Ideas          如何發掘值得投資的意念</p> <p>Speaker 講者  <b>Ms. Gabriela Kennedy, Partner, Intellectual Property Group, Lovells, Hong Kong</b>          路偉律師行合夥人甘碧娜·甘迺迪律師</p>
16:05	<p>Effective Approaches to Protect Your Intellectual Assets          保護知識資產的有效方法</p> <p>Speaker 講者  <b>Mr. Alan Adcock, Senior Associate, Yu &amp; Partners, Hong Kong in association with Rouse Legal &amp; a Member of Rouse &amp; Co International Group</b>          俞海珉律師行, 羅思國際集團成員之一, 知識產權經理  <b>Mr. Alan Adcock</b></p>
16:35	<p>Question and Answer Session 答問環節</p> <p>Moderator Mr. Peter Cheung 張錦輝先生          主持人</p>
16:50	<p>Panel Discussion 專題討論</p> <p><b>How to Discover Your Hidden Values in Your Company?</b>  <b>如何發掘公司隱藏的價值?</b></p> <p>Moderator 主持：          — Mr. Stephen Selby 謝肅方先生</p> <p>Panelists 講者：          — <i>Mr. Joseph Luk</i> 陸文強先生          — <i>Dr. Gordon McConnachie</i> 高登·麥克科那奇博士          — <i>Dr. Patrick H. Sullivan, Sr.</i>          — <i>Mr. David Llewelyn</i> 戴維·萊維林先生          — <i>Ms. Andrea Fong</i> 房萃儀律師          — <i>Ms. Gabriela Kennedy</i> 甘碧娜·甘迺迪律師          — <i>Mr. Alan Adcock</i></p>
17:40	End of Day 1 第一天研討會完畢

22.11.2006

<b>Time 時間</b>	
09:00	Registration 登記
09:30	<b>Session V 第五節</b> <b>Intellectual Assets (IA): Valuation and Protection</b> 知識資產:評估及保護  Valuing Intellectual Property (IP) 評估知識產權的價值  Speaker 講者 <b>Dr. Patrick H. Sullivan, Sr.</b>
10:00	    Chinese Patent Practice 中國專利實踐  Speaker 講者 <b>Ms. Tai Hong, Member, The Chinese Group of International Association for the Protection of Intellectual Property (AIPPI)</b> 國際保護知識產權協會中國分會會員邵紅律師
10:30	Question and Answer Session 答問環節  Moderator <b>Dr. Gordon McConnachie 高登·麥克科那奇博士</b> 主持人
10:45	Coffee/Tea Break 茶聚時間
11:05	<b>Session VI 第六節</b> <b>Intellectual Asset Management (IAM) Strategy</b> 知識資產管理策略  Knowledge Management: Managing the Dynamics of Innovation 知識管理: 掌管創新的動力  Speaker 講者 <b>Ms. Waltraut Ritter, Vice President of Hong Kong Knowledge Management Society</b> 香港知識管理學會副主席沃爾特勞特·里特女士
11:35	Question and Answer Session 答問環節
11:50	Lunch 午膳

<p>13:45</p> <p>14:15</p>	<p><b>Session VII</b> 第七節</p> <p>Speaker 講者</p> <p>Speaker 講者</p>	<p><b>Intellectual Asset Management (IAM) Strategy (Cont'd)</b> 知識資產管理策略 (續)</p> <p>Case Study on the Value of Intellectual Asset Management (IAM) – Licensing Patents in China 知識資產管理於現代企業中之價值 – 國內之特許專利</p> <p><b>Mr. James Liu, Capability Cluster Manager, IP Licensing - Optical Storage, Philips Intellectual Property &amp; Standards, Philips Electronics Hong Kong Ltd.</b> 飛利浦電子香港有限公司飛利浦知識產權及標準部 知識產權許可 - 光纖儲存經理劉群先生</p> <p>How to Protect your Intellectual Assets? 如何保障你的知識資產?</p> <p><b>Mr. Luis Gomes, General Manager, Hovione PharmaScience Limited</b> 好利安制藥科學股份有限公司總經理高美士先生</p>
<p>14:45</p>	<p>Moderator 主持人</p>	<p>Question and Answer Session 答問環節</p> <p><b>Mr. Alan Lung, Council Member, Hong Kong Information Technology Federation</b> 香港資訊科技商會委員龍家麟先生</p>
<p>15:00</p>	<p>Coffee/Tea Break 茶聚時間</p>	
<p>15:20</p>	<p>Panel Discussion 專題討論</p> <p>Moderator 主持：</p> <p>— Dr. Gordon McConnachie 高登·麥克科那奇博士</p> <p>Panelists 講者：</p> <p>— <i>Professor Huang Fan-zhang</i> 黃範章教授</p> <p>— <i>Mr. Alan Lung</i> 龍家麟先生</p> <p>— <i>Dr. Patrick H. Sullivan, Sr.</i></p> <p>— <i>Ms. Lyn Ng</i> 黃琳女士</p>	<p><b>Establishing Intellectual Capital (IC) Centre and Intellectual Capital (IC) Gatherings in Hong Kong and Mainland: The Challenges</b> 於香港及內地建立知識資本中心及知識資本交流組織的挑戰</p>
<p>16:20</p>	<p>Closing Ceremony 閉幕儀式</p>	<p>Brief event roundup and speech of thanks by Mr. Stephen Selby, Director of Intellectual Property, HKSARG 香港特區政府知識產權署署長謝肅方先生對研討會作簡單綜述，並致謝辭</p>