

Organisers:



Partnering Organisation:



Workshop on ASEAN Roadmap to Successful IP Commercialisation in a Knowledge-based Economy

2 December 2022

Programme

(All the time in HKT (GMT+8) and this event will be held as an online webinar)

IP commercialisation is a key driver of economic growth in a knowledge-based economy. This workshop will highlight the best practices of enterprises in managing IP assets to enhance IP protection, R&D capacity and technology transfer and to enable effective commercialisation, driving the development of a creative and R&D based economy. It will also cover IP policies and measures to facilitate exploitation and commercialisation of IP.

09:45 – 10:00	Registration
10:00 – 10:10	Opening Remarks <ul style="list-style-type: none">• Mr David Wong Director of Intellectual Property, The Government of the Hong Kong Special Administrative Region of the People's Republic of China• Attorney Rowel S. Barba Chairman, ASEAN Working Group on Intellectual Property Cooperation (AWGIPC) Director General, Intellectual Property Office of the Philippines (IPOPPL)
10:10 – 11:25	Session I: Strategic Policy Framework Paving the Way for Successful IP Commercialisation <p>A legal and financial infrastructure forms the backbone for businesses to identify the value and maximise the financial benefits of their IP portfolio. In this session, we will take a deep dive into the IP policies, strategic framework and financing model by Hong Kong and ASEAN Member States in promoting IP commercialisation and IP trading. The challenges in developing a sound legal and financial system to support IP commercialisation will also be discussed.</p> <p>Moderator:</p> <ul style="list-style-type: none">• Ir Dr Alfred Tan Head, Knowledge Transfer Office, Hong Kong Baptist University

	<p>Speakers:</p> <ul style="list-style-type: none"> • Mr Derek Lau Acting Assistant Director of Intellectual Property, The Government of the Hong Kong Special Administrative Region of the People's Republic of China • Ms Stella Law Executive Director, CHFT Advisory and Appraisal Limited • Mr Adrian Sablan Program Manager, ITSO Network, Intellectual Property Office of the Philippines (IPOP HL) • Ms Nicolette Wong Assistant Director of Strategic Planning and Policy at the Intellectual Property Office of Singapore (IPOS)
11:25 – 11:40	Break
11:40 – 13:00	<p>Session II: From Lab to Market: A Case Sharing on IP Commercialisation</p> <p>IP commercialisation is enabled by a robust ecosystem co-created by R&D units, technology transfer offices of universities, businesses from startups, MSMEs to corporates as well as IP practitioners specialising in value extraction and transactions. In this session, we will talk about each of their roles in driving innovation and using IP as business application tools. Participants could learn more about the latest landscape of technology licensing and best practices in Hong Kong and ASEAN.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Ir Dr Alfred Tan Head, Knowledge Transfer Office, Hong Kong Baptist University <p>Speakers:</p> <ul style="list-style-type: none"> • Mr Stanley Sy Chairman, Hong Kong Regen Medtech Limited • Dr Alwin Wong, RTTP Board Member, Alliance of Technology Transfer Professionals (ATTP) • Ms Mary Jade Roxas Managing Partner, Deals and Corporate Finance - PwC Philippines • Ms Peeyakorn Suparugbundit Senior Associate and Patent Agent, Tilleke & Gibbins International Ltd.
	Closing of Meeting