

APEC-Intellectual Property Experts Group (IPEG) Seminar
23-24 February 2009

From Mind to Market: The Highs and Lows of Technology Transfer

As part of the 28th APEC-IPEG meeting, the Intellectual Property Office of Singapore, in collaboration with the US Patent and Trade Mark Office, and supported by the World Intellectual Property Organization, IP Australia and the Department of Intellectual Property, Ministry of Commerce, Thailand, is organising a capacity building seminar on Technology Transfer.

Titled, "From Mind to Market: The Highs and Lows of Technology Transfer", this 1.5 day seminar programme brings together IP policy makers, to consider a unique technical subject important to all economies but which is not easily understood. It will focus on how technology transfer offices/networks, allied to universities and other institutes of higher learning, are an important catalyst to promote tech transfer as an overall economic driver, especially amongst SMEs.

This seminar also hopes to reflect on the importance of continued innovation and development of IP management practices as keys to assisting businesses, especially SMEs which may be facing more challenges in this unprecedented economic downturn. Furthermore, it seeks to discuss problems and issues faced by stakeholders and policy models to promote and encourage technology transfer. The seminar will provide an excellent opportunity to facilitate the exchange of information among representatives of various sectors involved in technology transfer, especially in respect of IP issues.

Day 1 23 Feb 09	Conference Programme
0900 – 0915	<p>Opening Remarks</p> <p><i>Ms Liew Woon Yin, Director-General, Intellectual Property Office of Singapore (IPOS)</i></p> <p><i>Mr Stephen Selby, Director of Intellectual Property, Intellectual Property Department, The Government of the Hong Kong Special Administrative Region</i></p>
0915 – 1000	<p><u>Session 1: What exactly is technology transfer?</u></p> <p>This session discusses the role of tech transfer in economic development. It presents an overview of relevant TRIPS articles and the WIPO CDIP. It also seeks to explore law and policy frameworks such as the Bayh-Dole Act in addressing tech transfer issues and the role of IP offices/related agencies in tech transfer.</p> <p><i>Speaker:</i></p> <ul style="list-style-type: none"> • <i>Mr Guriqbal Singh Jaiya, Director, Small and Medium Enterprises Division, World Intellectual Property Organization (WIPO)</i> • <i>Ms Elaine Wu, Attorney Advisor, Office of Intellectual Property Policy and Enforcement, United States Patent and Trademark Office (USPTO)</i>
1000 – 1030	Morning Tea
1030 – 1130	<p><u>Session 2: Managing IP Assets: Perspectives from Universities, RIs and TTOs.</u></p> <p>What ownership, incentive and revenue sharing issues exist in the management of IP assets by universities, research institutes and technology transfer offices? How do these parties balance the sharing of knowledge with the need to protect IP? This session explores institutional policy in relation to the management of IP assets and the issues and perspectives of various parties.</p> <p><i>Moderator: Mr Ho Cheng Huat, Executive Vice President, Intellectual Property Management Division, Exploit Technologies Pte Ltd, Singapore</i></p> <p><i>Panel of speakers:</i></p>

Day 1 23 Feb 09	Conference Programme
	<ul style="list-style-type: none"> • Ms Janna C. Tom, Former Vice President, Public Policy, Association of University Technology Managers (AUTM) • Ms Fatima Sayyid, Senior Licensing & Patenting Manager, General Medicine Branch, National Institutes of Health - Office of Technology Transfer, USA • Dr Jasmine Kway, Deputy Director, Industry Liaison Office, National University of Singapore
1130 – 1230	<p><u>Session 3: Technology Transfer Strategies: Approaches and Options</u> This session explores the various technology transfer strategies and their approaches and options such as strategic alliances, joint ventures and partnerships, spin-offs, contract research and licensing <i>Speaker:</i></p> <ul style="list-style-type: none"> • Ms Janna C. Tom, Former Vice President, Public Policy, Association of University Technology Managers (AUTM)
1230 – 1345	Lunch
1345 – 1445	<p><u>Session 4: Technology transfer for Small and Medium Enterprises : Challenges and Opportunities</u> SMEs have the potential to contribute positively to economic development and their ability to innovate is crucial to their survival. It is hence necessary to identify the primary obstacles they face with regard to technology transfer and to create policies designed to help them overcome these specific challenges. This session seeks to demystify common SME perceptions, challenges and issues they face regarding technology acquisition and development. It also identifies and explores potential commercialisation roadmaps and models which can be used to overcome the aforementioned challenges and issues.</p> <p><u>(A) Tech Transfer: Challenges and Issues for SMEs</u></p> <p><i>Moderator: Mr Nicholas Brooke, Chairman, Board of the Hong Kong Science & Technology Parks Corporation</i> <i>Panel of speakers:</i></p> <ul style="list-style-type: none"> • Mr Guriqbal Singh Jaiya, Director, Small and Medium Enterprises Division, World Intellectual Property Organization (WIPO) • Mr Philip Mendes, Partner, Innovation Law & Director, Ozgene Pty Ltd. and CAST Cooperative Research Centre Ltd, Australia • Mr Lee Han Boon, Vice President, Science & Engineering Commercialisation, Exploit Technologies Pte Ltd, Singapore
1445 – 1545	<p><u>(B) Model Approaches for Policymakers</u></p> <ul style="list-style-type: none"> • TT from Singapore Perspective • TT from Australian Perspective • TT from US Perspective <p><i>Moderator: Mr Guriqbal Singh Jaiya, Director, Small and Medium Enterprises Division, World Intellectual Property Organization (WIPO)</i> <i>Panel of speakers:</i></p> <ul style="list-style-type: none"> • Dr Mark Lim, Deputy Director, Growing Enterprises with Technology Upgrade (GET-Up) Programme, Agency for Science Technology and Research (A*Star), Singapore • Mr Philip Mendes, Partner, Innovation Law & Director, Ozgene Pty Ltd and CAST Cooperative Research Centre Ltd, Australia • Ms Fatima Sayyid, Senior Licensing & Patenting Manager, General Medicine Branch, National Institutes of Health - Office of Technology Transfer, USA
1545 – 1615	Afternoon Tea

Day 1 23 Feb 09	Conference Programme
1615 – 1730	<p><u>Session 5: Technology Transfer experiences in the Asia Pacific Region</u></p> <p>This final session discusses technology transfer developments in APEC. A panel of speakers from the following regions will share their experiences and country models:</p> <ul style="list-style-type: none"> • North America • East Asia • ASEAN <p><i>Moderator: Mr Guriqbal Singh Jaiya, Director, Small and Medium Enterprises Division, World Intellectual Property Organization (WIPO)</i></p> <p><i>Panel of speakers:</i></p> <ul style="list-style-type: none"> • <i>North America : Ms Fatima Sayyid, Senior Licensing & Patenting Manager, General Medicine Branch, National Institutes of Health - Office of Technology Transfer, USA</i> • <i>East Asia: Mr Nicholas Brooke, Chairman, Board of the Hong Kong Science & Technology Parks Corporation</i> • <i>ASEAN: Prof.Dr.Chachanat Thebtaranonth, Vice President, National Science and Technology Development Agency, Thailand</i>
	End of Day 1
1900	Dinner for Delegates (<i>Details to be confirmed</i>)
Day 2 24 Feb 09	Field Visit
1000 – 1130	Singapore Institute of Manufacturing Technology (SIMTech)
1130 – 1230	Lunch at SIMTech