

INFORMATION KIT PARTICIPATION AS AN ENTERPRISE IN WORKFORCE FOR IP-SAVVY ENTERPRISES (WISE)

A. OVERVIEW

The global economy is increasingly being driven by innovation, digitalisation and technology, with Intangible Assets/Intellectual Property (IA/IP) becoming a strategic asset of growing importance:



“Between 2013 and 2016, the Intangible Assets (IA) stock of local companies grew by **30%** annually in contrast to the sluggish growth in physical capital investment.”

(Source: [2018 Article IV Consultation, International Monetary Fund](#))



“Despite a turbulent year, the global value of Intangible Assets (IA) reached an all-time high of **US\$65.7trn** in 2020.”

(Source: [Brand Finance, Global Intangible Finance Tracker 2020](#))

For Singapore’s enterprises to remain competitive in this global economy, they need to be able to effectively protect and commercialise their IA/IP. This will enable them to gain a competitive edge in the global market and realise the commercial potential of their innovations.

The value of IA/IP has increased because of the COVID-19 pandemic which has resulted in an acceleration in digitalisation. Business leaders around the world, for example, have reported that **the pandemic has forced their business to adopt digital tools more quickly**¹. Within Asia, there has been a **ten-year increase in the rate at which companies are developing digital offerings**². These trends resonate with the findings from the SBF National Business Survey 2020/2021, which identified the following priorities among Singapore enterprises:



(Source: [SBF National Business Survey 2020/2021](#))

¹ [The Straits Times, Covid-19 pandemic has sped up digital transformation in firms: Study](#)

² [McKinsey Global Survey of executives, October 2020](#)

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B. WISE: PREPARING ENTERPRISES FOR TODAY'S KNOWLEDGE-BASED ECONOMY

COVID-19 has accelerated the digitalisation process by enterprises for which IA/IP is an important element to consider. Beyond, digitalisation, a robust understanding of IA/IP could help enterprises better navigate the knowledge-based economy and commercialise their innovation. As a structured programme which brings innovative enterprises through a journey of building up a workforce with IP fundamentals, the **Workforce for IP-Savvy Enterprises (WISE) initiative** equips enterprises for today's knowledge-based economy.

C. EXPECTED BENEFITS FOR PARTICIPATING COMPANIES

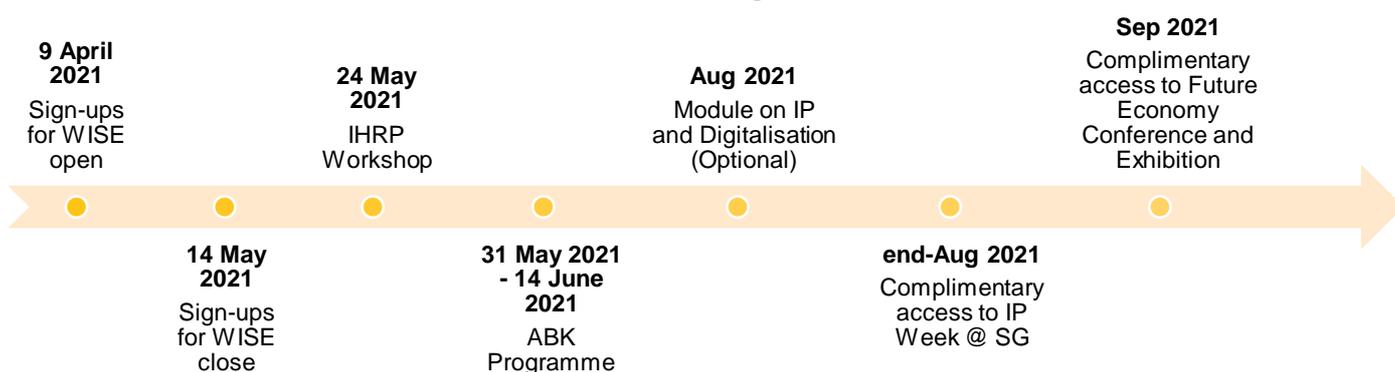
To build their IA/IP capabilities, companies participating in WISE can expect the following programme benefits:

- Build an enhanced HR strategy through a complimentary one-day workshop from The Institute for Human Resource Professionals (IHRP) on how to incorporate IP skills into staff competency;
- Provide core personnel with foundational IP knowledge through the Applying IP Fundamentals in Business (ABK) programme;
- Access to bespoke services with 2 complimentary 45-minute consultation sessions with IP professionals;
- Know the practical IP considerations when expanding digitally with an online two-hour module;
- Special networking opportunities at IP Week @ SG and the Future Economy Conference and Exhibition.

D. WHO SHOULD APPLY AND EXPECTED TIMELINE

As enterprises across multiple industries pivot digitally, WISE is open to enterprises from all sectors. IA/IP and its effective management cuts across technology enterprises dealing with innovation activities (e.g., R&D and licensing involving patents) and core business activities such as marketing, where trademarks and logos are key differentiators. The programme would therefore be of particular value to sectors which have rich intangible assets such as branding, data, etc. Although not exhaustive, some of the relevant sectors may also include manufacturing, technology-related fields, and service-oriented industries.

Timeline at a glance



From May onwards – Get access to complimentary professional advice through IP Business Clinic and IP Legal Clinic

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E. HOW IT WORKS

(i) Enhance your HR strategies and processes

A complimentary one-day (9am-5pm) workshop for qualifying³ HR professionals on 24 May 2021.

The workshop objectives include:

- Understanding the intent and purpose of the Skills Framework for the IP sector;
- How to comprehend the components of the Skills Framework for the IP sector;
- Determining how the career pathways and skills identified in the Skills Framework for the IP sector can be used to improve HR practices and organisational performance;
- How to implement the Skills Framework for the IP sector to support better business outcomes.

For more details, visit

<https://www.ihrp.sg/skills-framework/workshops-for-hr-professionals/>.

(ii) Equip your workforce with foundational IP knowledge

Consisting of four modules to mix and match from, the Applying IP Fundamentals in Business (ABK) programme is designed to equip enterprises with a better understanding of IP law and how it can support and drive business strategies and objectives. The programme includes the following courses:

- Applying IP Fundamentals in Business: Patent
- Applying IP Fundamentals in Business: Trade Mark
- Applying IP Fundamentals in Business: Registered Design
- Applying IP Fundamentals in Business: Copyright

By covering areas such as infringement activities, qualifying criteria for seeking IP protection, and IP legislation and regulations, enterprises will further gain valuable insights into critical business needs such as ownership of digital content, IP considerations when expanding overseas, and brand protection.

From 31 May 2021, participating staff will be given access to the online modules of their choice and each should take about 12 hours to complete over a duration of one to two weeks. At the end of the one to two weeks, participating staff will be required to attend a half-day classroom session on 7 June and/or 14 June, for each module, with the course tutors.

For more details on the ABK programme, visit

<https://ipacademy.iposinternational.com/enterprise-course/applying-ip-fundamentals-in-biz/>.

Enterprises may be fully subsidised for their participation in the ABK programme, the only component of WISE involving a cost.

³ The workshop is open to Singapore Citizens and Permanent Residents only.

Singapore Citizens and Permanent Residents may be eligible for up to 90% of course fee funding under the SkillsFuture Funding. The SkillsFuture Mid-Career Enhanced Subsidy (“MCES”) also provides Singaporeans aged 40 years old and above higher subsidies of up to 90% of course fees.

The ABK programme also **qualifies as a Capability Upgrading activity under SBF’s Rising in Support of Enterprises (“RISE”) Programme**. Under the SBF RISE Programme, eligible enterprises can now claim additional funding through a one-time support of up to S\$500 (excluding GST) on the costs incurred from participating in the ABK programme, after completing the programme. The cost breakdown is as follows:

Participant(s)	Cost after SkillsFuture Funding (excluding GST)
International	S\$360 per module
Singapore Citizens (39 Years or Younger) & PR	S\$180 per module
Singapore Citizens (40 Years or Older eligible for MCES)	S\$36 per module

Eligible SBF member companies may send one or more employees to attend up to four modules offered under the ABK programme. Where the total cost of attending the ABK programme is less than S\$500, eligible companies may accumulate expenses from participating in up to two additional qualifying activities under the SBF RISE Programme to maximise the RISE support amount.

To qualify for RISE, an enterprise must:

- a. be an SBF member;
- b. have a paid-up capital not exceeding S\$5 million;
- c. have paid up its subscription fees up till and including the current membership year;
- d. have not received any previous RISE support.

For more details on the SBF RISE Programme, including other qualifying activities and how to apply for RISE support, visit <https://www.sbf.org.sg/activities/sbf-rise-programme>. Questions on the RISE Programme may be directed to mr@sbf.org.sg.

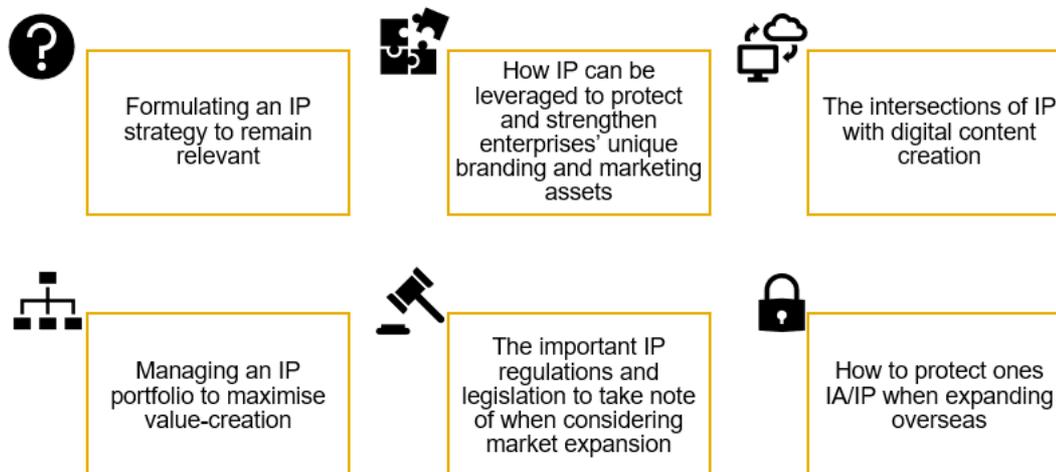
(iii) Seek strategic IA/IP advice

Enterprises can enjoy up to 2 complimentary 45-minute consultation sessions with IP professionals⁴, including:

- IP Business Clinic – one session, on demand;
- IP Legal Clinic – one complimentary session.

⁴ For local enterprises or individuals who have not utilised IP Clinic sessions previously.
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By sharing knowledge about how to protect and market one's IP, the clinics seek to advise enterprises advice on a full range of targeted business concerns:



(iv) Be plugged into the IP and innovation community

Participating enterprise will be profiled at IPOS and SBF's platforms:

- Events
- Social media
- Newsletter feature

They will also be invited to exclusive networking opportunities at IPOS and SBF's flagship events:

- IP Week @ SG (end-Aug)
- Future Economy Conference and Exhibition (Sep)

(v) Find out more about how to manage your IP online

Participants of WISE may also attend an online two-hour module on IP and Digitalisation which aims to provide enterprises with in-depth and practical knowledge on specific IP issues arising from digitalisation. More details will be shared at a later date.

F. HOW TO JOIN THIS PILOT INITIATIVE

IPOS and SBF welcome innovative Small and Medium-sized Enterprises (SMEs) to participate in WISE.

To join this pilot initiative, please complete the registration form at www.go.gov.sg/ipos-sbf-wise-2021.

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G. FREQUENTLY ASKED QUESTIONS

1. What are the opportunities for my enterprise in terms of profiling and being part of the IP and innovation community?

Your enterprise might be profiled as a leading, IP-savvy enterprise at IPOS and SBF platforms, which include events, social media and/or newsletter features. In addition, your enterprise will be invited to exclusive networking opportunities at IPOS and SBF's flagship events, IP Week @ SG and Future Economy Conference and Exhibition.

2. What is the time commitment for the enterprise/employees?

Commitment by the enterprise is important to allow employees time to attend the necessary training that will enhance their IP capabilities, and ultimately help the enterprise to better manage and unlock value from its intangible assets, including IP. We require at least one HR employee to attend a 1-day workshop and at least one employee exposed to / working with IP to complete an IP training programme (at least one module, at approximately 15 hours).

3. What are some of the follow-on opportunities post WISE for my enterprise to continue building IP management and commercialisation capabilities?

Enterprises who have built a foundation in IP capabilities will be able to better tap on a suite of IP solutions available in the market. Singapore's IP service providers include a broad range of top law firms, patent firms, intermediaries, and IP consulting firms, who offer IP management services to facilitate commercialisation of IP and patent analytics to sharpen innovation and R&D decision. IPOS International, IPOS' enterprise engagement arm, provides IP audit and strategy services under the Foundation™ Programme, which is supported by ESG grants.

4. Who can I contact for more information?

For more information on the WISE initiative, please email IPOS_PPD@ipos.gov.sg.

H. TERMS AND CONDITIONS

1. Kindly note that the list of confirmed participating enterprises in WISE is subject to availability and suitability.
2. As a participating enterprise, your enterprise will be profiled by IPOS and SBF as an innovative enterprise and an adopter of the Skills Framework for the IP sector. Your enterprise logo and profile may be featured in IP Week @ SG publicity platforms and materials (website, emails etc.). We will also publicise this event to the target audience via IPOS' networks and partners. The target audience includes enterprises, start-ups, professionals, universities, public agencies etc.

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