



SEMINAR ON

# Strategic Intellectual Asset Management

Discover, Protect, and Profit from  
your Firm's Invisible Assets



WITH THE SUPPORT OF



IIST Institute for International Studies and Training



ASIAN INSTITUTE OF MANAGEMENT

SEPTEMBER 1-2, 2010 AT THE ASIAN INSTITUTE OF MANAGEMENT, MAKATI CITY, PHILIPPINES

# Discover Protect Profit

## PROGRAM OVERVIEW

The importance and value of intellectual assets (which are largely invisible and intangible) are growing as businesses become more global. Renowned authors in the field of intellectual capital report that about 70-80% of the total capital of business is intangible yet is not reported in the firm's balance sheets. Intangible assets created 71% of the market value of companies in 2008, more in 2009.

Multinationals with global operations have already adapted to the utilization of intellectual asset management as a strategic rather than a legal tool. Recent developments have shown that small and medium scale enterprises (SMEs) have steadily made inroads to the global marketplace with their innovative ideas, unique designs or indigenous technologies. As a consequence of globalization, SMEs and emerging enterprises, despite resource constraints, are increasingly seeing the need to better manage and leverage their intellectual assets for sustained growth and competitive advantage.

Learn more about the three universal classifications of intellectual asset management:

CATEGORY	MEANING	EXAMPLES
Human Capital	Valuable knowledge assets held in the heads of your staff and available for use to create wealth for the enterprise	<ul style="list-style-type: none"> <li>● Professional / technical competencies</li> <li>● Work experience and know how</li> <li>● Entrepreneurial spirit</li> <li>● Innovativeness</li> <li>● Flexibility</li> </ul>
Relational Capital	Value-creating relationships	<ul style="list-style-type: none"> <li>● Relationship with suppliers</li> <li>● Convenience of retail outlets</li> <li>● Relationship with regulators</li> <li>● Customer loyalty</li> <li>● Company name</li> <li>● Business alliance</li> <li>● Licensing/Franchising agreements</li> <li>● Distribution channel</li> </ul>
Structural Capital	Systems and practices of your enterprise that add value and create wealth for the enterprise	<ul style="list-style-type: none"> <li>● Brand</li> <li>● Customer database</li> <li>● Trade secrets</li> <li>● Registered IP rights (Patents, Copyrights, TradeMarks)</li> <li>● Corporate identity and culture</li> <li>● Business processes and systems</li> </ul>

## PROGRAM DESCRIPTION

Through case studies drawn from the experiences of emerging enterprises in APEC economies, this seminar explores the issues related to the management of intellectual assets in SMEs and emerging enterprises. In addition, participants will have the opportunity to learn and understand best practices, develop a strategy and adopt effective measures that will provide understanding and appreciation of intellectual assets beyond intellectual property rights (IPR) protection.

This seminar will take advantage of the diversity of APEC members—their economic and technological developments and even cultural backgrounds—in the field of intellectual asset management.

Ultimately, the seminar envisions to promote an attractive investment climate marked by greater IPR sensitivity and protection among its players.

## WHO SHOULD ATTEND

**This capacity building seminar is for:**

- Entrepreneurs, owners, and managers of SME's and emerging enterprises in the APEC region, especially those whose firms buy, sell, or do business in global markets.
- Government officials, educators, consultants, service firms, and financiers charged with capacity building, servicing companies and promoting the idea of intellectual capital/assets.

**PROGRAM OBJECTIVES / OUTCOME**  
The seminar aims to enable participants to better:

**1. Identify and understand the strategic importance of their intellectual assets**

**2. Estimate the value of these intellectual assets**

**3. Find alternative ways to protect the firm's intellectual assets**

**4. Formulate plans to create superior profits and sustained competitive advantage from their intellectual assets**

**PROGRAM TOPICS**

**1. Discovering and Unleashing the Value of Intellectual Assets**

- ➔ Intellectual Asset Management Framework
- ➔ Taking Stock of Intellectual Assets
- ➔ Intellectual Asset – Driven Supply Chain and Business Models

**2. Valuing and Protecting, Intellectual Assets**

- ➔ Estimating the Financial Value of Intellectual Assets
- ➔ Commercializing Intellectual Assets
- ➔ Protecting the Firm's Intellectual Assets

**3. Leveraging Intellectual Assets for Strategic Advantage**

- ➔ Strategic Management of Intellectual Assets
- ➔ Sustaining Innovation and the Value of Intellectual Assets
- ➔ Evaluating the Strategic Use of Intellectual Assets

**PROGRAM SCHEDULE / VENUE**

DATE	TIME	VENUE
September 1, 2010	8:30 am to 6:00 pm	Security Bank Caseroom, Ground Flr, AIM Conference Center Makati
September 2, 2010	8:30 am to 3:00 pm	Security Bank Caseroom, Ground Flr, AIM Conference Center Makati

**FACULTY & RESEARCH**

The APEC Human Resources Development Working Group assembled a team of experts in intellectual asset management to research, write case studies and design a seminar featuring regional best practices on organizations that have used their intellectual assets to improve their businesses.

The seminar, supported by the Institute for International Studies and Training (IIST), also features faculty from the Asian Institute of Management who are experts in the case method.





**Asia-Pacific  
Economic Cooperation**

### **About APEC**

Established in 1989, the Asia-Pacific Economic Cooperation, or APEC, is the premier forum for facilitating economic growth, cooperation, trade and investment in the Asia-Pacific region. APEC's working level activities and projects are guided by APEC Senior Officials from the 21 APEC Member Economies. Its Human Resources Development Working Group conducts work programs to develop human resources on issues ranging from education to labor to capacity building.



### **About IIST**

Institute for International Studies and Training (IIST) is a non-profit, non-government organization, under the supervision of the Ministry of Economy, Trade and Industry (METI), Japan. IIST has initiated a number of pioneering executive training programs under APEC, including CSR in the Global Supply Chain, to prepare management in a global environment.



**AIM**

### **About AIM**

The Asian Institute of Management (AIM) is a pioneer in international management education in Asia. It is committed towards making a difference in the sustainable growth of Asian societies by developing professional, entrepreneurial, and socially responsible leaders and managers. Its programs and research focus on the nexus between business and development in Asia.

The Seminar Fee, subsidized by APEC, is inclusive of seminar materials, access to all sessions, and scheduled meals during the two-day event.

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