

Program for the
APEC Seminar on Strategic Intellectual Asset Management
September 1- 2, 2010
Security Bank Caseroom, Ground Floor, AIM Conference Center Manila

September 1, Wednesday – Seminar on Strategic Intellectual Asset Management

Part I - Discovering and Unleashing the Value of Intellectual Assets

- 8:30 – 8:45 Introduction & Orientation
- 8:45 – 10:00 **Intellectual Asset-Driven Supply Chain & Business Model**
Case Discussion: Ice Breaker
Prof. Tony Perez & Prof. Antonio Andrade
- Coffee Break
Venue: Function Rooms 1-4, Ground Floor
- 10:15 – 11:00 Small Group Discussion – Case: Ice Breaker
- 11:00 – 12:15 **Framework for Intellectual Asset Management**
Case: Hong Kong Institute of High Performance Computing
Presentation-Discussion by Mr. So Chi-kuen
- Lunch
Venue: Function Rooms 1-4, Ground Floor

Part II – Valuing and Protecting Intellectual Assets

- 13:15 – 13:45pm Small Group Discussion – Case: Tanikei Manufacturing Ltd.
- 13:45 – 15:00 **Estimating the Value of Intellectual Assets**
Case Discussion: Tanikei Manufacturing Ltd.
Prof. Larry Tan
- Coffee Break
Venue: Function Rooms 1-4, Ground Floor
- 15:15 – 16:30 **Commercializing Intellectual Assets**
Case: Pictor (A)
Presentation-Discussion by Dr. Lee Mathias
- 16:30 – 17:45 **Protecting Intellectual Assets**
Case: Magna International
Presentation-Discussion by Dr. Charles Gastle
- 17:45 – 18:00 Wrap-up & Assignment for Day 2
- 18:00 – 19:00 Cocktail Reception
Venue: Carte Blanch, 5/F AIM Conference Center

September 2, Thursday – Seminar on Strategic Intellectual Management (Day 2)

Part III – Leveraging Intellectual Assets for Strategic Advantage

- 8:30 – 8:45 Review-Preview
- 8:45 – 9:15 **Strategic Management of Intellectual Assets**
Small Group Discussion – Case: Malaysia Plastic Sdn. Bhd.
- 9:15 – 10:30 Case Discussion: Malaysia Plastic Sdn. Bhd.
Prof. Larry Tan
- Coffee Break
Venue: Function Rooms 1-4, Ground Floor
- 10:45 – 12:00 **Evaluating the Strategic Use of Intellectual Assets**
Case: UXB2B
Presentation-Discussion by Dr. S.J. Liu
- 12:00 – 13:00p.m. Lunch
Venue: Function Rooms 1-4, Ground Floor
- 13:00 – 13:30 **Sustaining Strategic Advantage from Intellectual Assets**
Small Group Discussion – Case: PT Apora Indusma
- 13:30 – 14:45 Case Discussion: PT Apora Indusma
Prof. Tony Perez and Mr. Soengeng Priyono
- 14:45 – 15:00 Wrap-up & Assessment

End of Seminar