

# ADVANCED INTELLECTUAL PROPERTY MANAGEMENT PROGRAMME

2-6 October 2017 | Singapore

- Actionable knowledge on the strategic management of IP
- Integrating intellectual assets into business strategy
- Focus on ASEAN IP landscape and Asia's knowledge economy



## Intellectual Property

Strategic management and efficient use of IP



## Business Strategy

Integration of intellectual assets into an organisation's strategy



## ASEAN IP Landscape

Understand Asia's growing knowledge economy

Organised by:



Supporting Organisations:





## PROGRAMME HIGHLIGHTS AND SPEAKERS

The Advanced IP Management Programme is a week-long course focusing on the importance and strategic applications of IP management and how it intertwines with business strategies and growth.

To be held from 2-6 October 2017, the programme will feature informative lectures, real case studies analysis, lively group discussions, project work and educational study trips to organisations that have successfully implemented an IP Business Strategy. The programme also looks at the ASEAN IP landscape, exploring the growth of intellectual property and economies in the region, and its impact on Asia.

Topics to be covered include:

- Overview of Different IP Rights and Emerging Challenges
- Overview of the ASEAN IP Landscape
- Importance of an IP Strategy
- IP Commercialisation Strategies
- IP Management Tools
- IP Valuation and Financing
- Tax Considerations & Challenges Affecting IP

Speakers at the programme include renowned figures from the IP community in Singapore and ASEAN, from law and consulting firms, start-ups, MNCs, IP offices, and educational institutions:



**Mr Luis Coronado**  
Ernst & Young  
Solutions



**Mr Paul Davies**  
EverEdge Global



**Mr Carlos Fernandes**  
RecordTV



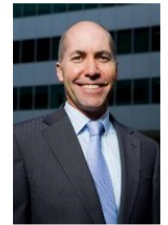
**Ms Trina Ha**  
Intellectual Property  
Office of Singapore  
(IPOS)



**Mr Hoo Jiunn Yih**  
Deloitte



**Ms Welly Tantono**  
Hewlett Packard  
Enterprise



**Mr Peter Willimott**  
World Intellectual  
Property  
Organisation  
Singapore



## DATE & LOCATION

The week-long programme is scheduled to run from 2-6 October 2017 in Singapore.



## REGISTRATION

Registration is now open at [ipacademy.com.sg/global-executive-institute/advanced-ip-management-programme/fees-and-registration](http://ipacademy.com.sg/global-executive-institute/advanced-ip-management-programme/fees-and-registration).



## FEES

The fees for the programme are as follows:

Participants	Fees
Post-Graduate Students / IP Offices	SGD1,000
Supporting Organisation Members / IPM Community of Practice for Public Agencies	SGD1,500
Professionals	SGD2,000



## TRAVEL & ACCOMMODATION

Non-resident participants will be responsible for their own travel arrangements to Singapore, accommodation and other arrangements (e.g. medical insurance, transport).

You may find hotels around IP Academy on our programme webpage at [ipacademy.com.sg/global-executive-institute/advanced-ip-management-programme/travel-and-accommodation](http://ipacademy.com.sg/global-executive-institute/advanced-ip-management-programme/travel-and-accommodation).



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