



马来西亚中华总商会 (中总)

The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)

SME – IP CONFERENCE

25th NOVEMBER 2014

IP Academy Ballroom

Level 12A, Tower B, Menara UDA Bangsar,
No. 5 Jalan Bangsar Utama 1,
59000 Kuala Lumpur. (next to Bangsar LRT)

IP HELPS SMEs TO TRANSFORM:-

- What is Intellectual Property (IP)?
- Why is IP relevant to your business?
- The role of IP in the growth of SMEs
- IP Valuation
- Financing IP
- IP Protection

Members FOC!
RM 50/pax (Non-Members)

Co-organisers



ACCCIM



Supporting Organisations



KLSCCCI



KCCCI



AIPPI
MALAYSIA



MIPA
Malaysian Intellectual Property Association
[Reg. No. 1017/89-WP]



ASEAN-IPA



LICENSING EXECUTIVES SOCIETY MALAYSIA

PROGRAM:

0830 – 0900

0900 – 0910

0910 – 0920

0920 – 1020

1020 – 1030

1030 – 1130

1130 – 1230

1230 – 1400

1400 – 1630

Registration

Plenary Welcome

Officiating Speech

Intellectual Property Basics

Networking Break

The role of IP in the growth of SMEs

IP reforms & its impact to SMEs

Lunch

Panel Discussion

MALAYSIA SME
— THE SME PAPER —



CPD Points - 6

T2/25112014/ACCCIM/KL141307/6

SMALL & MEDIUM ENTERPRISES (SMEs) AND INTELLECTUAL PROPERTY (IP) CONFERENCE

25th November 2014 | IP Academy Ballroom, Menara UOA Bangsar

0830 – 0900 BREAKFAST & REGISTRATION

0900 – 0910 PLENARY WELCOME

by **Dato' Low Kian Chuan**, Secretary-General of ACCCIM

0910 – 0920 OFFICIATING SPEECH

by **Pn. Shamsiah Kamaruddin**, Director-General of MyIPO

0920 – 0925 PRESENTATION OF MOMENTO

0925 – 1020 INTELLECTUAL PROPERTY BASICS

by **Mr. Lee Tatt Boon**, Senior Partner of Skrine

- I. What is Intellectual Property (IP)?
 - II. Why is IP protected and who benefits?
 - III. How each IP right identified and how are they protected?
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1020 – 1030 NETWORKING BREAK

1030 – 1130 ROLE OF IP by **Mr. Tai Foong Lam**, Partner of Gan Partnership, International Association for the Protection of Intellectual Property (AIPPI)

The role of IP in the growth of SMEs

1130 – 1230 IP REFORMS by MyIPO

Latest IP Law amendment and its impact to SMEs in Malaysia

1230 – 1400 NETWORKING LUNCH

1400 – 1630 PANEL DISCUSSION

Moderator: **Mr. Michael Chai**, ACCCIM National Council Member cum
Chairman of Legal Affairs Committee

Panellists: **Mr. Peter Desmond Wee**, President of Malaysian Intellectual Property
Association (MIPA)

Mr. Chew Phye Keat, Vice President of ASEAN Intellectual Property Association (AIPA)
To be confirmed, Asian Patent Attorneys Association (APAA) Malaysia
Country Group

Ms. Cheah Chiew Lan, Vice President of Licensing Executives Society
Malaysia (LESM)

- I. Why is IP relevant to SMEs?
- II. What happens if SMEs do not protect their IP?
- III. How can IP enhance the market value of SMEs?
- IV. Why is IP crucial for marketing the products & services of SMEs?
- V. Can SMEs use IP Assets for financing?
- VI. How can IP enhance the Export Opportunities of SMEs?
- VII. What should SMEs do to manage their IP?
- VIII. What should SMEs do to resolve disputes related to IP?

*Medium – English

The Organiser reserves the right to amend the program in the best interest of the Conference.