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## GENERATING VALUE FROM IDEAS: IP IN THE INNOVATION ECOSYSTEM, KEY PLAYERS AND SUCCESS FACTORS

A seminar organized at the IP WEEK @ SG,  
5th September 2018



European Union



This Project is funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)



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Bringing more ideas to the market and stimulating more companies to invest in innovation and intellectual property (IP) is a key concern for many economies. Governments around the globe are driving different approaches - but what works and what doesn't? What should be the role of the different key players? What tools do inventors and companies still lack the most? Which services are offered by IP offices? Which IP tools and resources exist that are most effective?

This exclusive seminar provides expert insights into the best international IP policies and practice that foster innovation and the creative sectors. It benefits a broad spectrum of IP stakeholders, including policy makers, officials, rights holders, business sector representatives, investors, legal practitioners, technology transfer professionals and academics.

## AGENDA

5 SEP 2018 | WEDNESDAY

1.30pm – 1.45pm	<b>Opening Remarks</b>  ASEAN Working Group on Intellectual Property Cooperation, AWGIPC
1.45pm – 2.05pm	<b>Supporting business development through European Union funded projects on IP in ASEAN</b>  <b>Mr. Ignacio de Medrano Caballero</b> , Minister Counsellor, Project Leader, ARISE + IPR and IP Key South East Asia, EUIPO
2.05pm – 2.25pm	<b>Artificial Intelligence: at the service of businesses in the IP field</b>  <b>Ms. Inge Buffolo</b> , Head of Service, Digital Transformation Department, EUIPO
2.25pm – 2.45pm	<b>Stimulating innovation through technology transfer: learning from good practice around the globe</b>  <b>Ms. Nellie Simon</b> , Head of Cabinet, European Union Intellectual Property Office, EUIPO
2.45pm – 3.45pm	<b>Round table on success factors for promoting innovation through commercialization of IP</b>  <b>Mr. Denis Croze</b> , Director, WIPO Singapore Office (moderating). <b>Mr. Ali Ahmad</b> , Group CEO of Makara Capital. <b>Mr. Henrik Olsson</b> , Head of AWA Strategy, Partner. <b>Mr. David Lossignol</b> , Global Head of Trademarks, Sandoz International GmbH and President Elect INTA. <b>Mr. Lorenz Kaiser</b> , Lawyer for R&D Contracts and IPR, Former director in Fraunhofer. <b>Professor Antonio Bob dos Santos</b> , Portugal's National Innovation Agency (ANI).
3.50pm - 4.00pm	<b>Closing Remarks</b>  <b>Mr. Bruno Julien-Malvy</b> , Head of Economic and Trade Section, EU Delegation Singapore