



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

25<sup>th</sup> NOVEMBER 2014

## IP Academy Ballroom

Level 12A, Tower B, Menara UOA 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

RM 50/pax (Members)  
RM 100/pax (Non-members)

#### Organiser



ACCCIM

#### Co-organiser



#### Supporting Organisations



KLSCCCI



KCCCI



AIPPI  
MALAYSIA

MIPA



APAA



ASEAN-IPA



LES  
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

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

25<sup>th</sup> November 2014 | IP Academy Ballroom, Menara UOA Bangsar

### 0830 – 0900 BREAKFAST & REGISTRATION

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### 0900 – 0910 PLENARY WELCOME

*by Datuk Ter Leong Yap, Deputy President of ACCCIM*

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### 0910 – 0920 OFFICIATING SPEECH

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

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### 0920 – 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

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### 1030 – 1130 ROLE OF IP *by AIPPI*

The role of IP in the growth of SMEs

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### 1130 – 1230 IP REFORMS *by MyIPO*

Latest IP Law amendment and its impact to SMEs in Malaysia

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### 1230 – 1400 NETWORKING LUNCH

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### 1400 – 1630 PANEL DISCUSSION

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

*Representatives from MIPA, AIPA, APAA, 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.

# SMALL & MEDIUM ENTERPRISES - INTELLECTUAL PROPERTY CONFERENCE

25<sup>th</sup> November 2014 | IP Academy Ballroom, Menara UOA Bangsar

姓名 Name : \_\_\_\_\_

☐

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☐

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马来西亚中华总商会 (中总)

6<sup>th</sup> Floor, Wisma Chinese Chamber, 258, Jalan Ampang, 50450 Kuala Lumpur.

电话 Tel : 03-4260 3090/3091 传真 Fax : 03-4260 3080

电邮 Email : [accim@accim.org.my](mailto:accim@accim.org.my) 网址 Website : [www.accim.org.my](http://www.accim.org.my)

询问 Enquiries : 黄秀华女士 Mrs. Kam/崔文静小姐 Ms. Ivy Chooi