

**2012 SATU SOUTHEAST AND SOUTH ASIA
REGIONAL WORKSHOP ON KNOWLEDGE INNOVATION:
INTELLECTUAL PROPERTY MANAGEMENT AND STARTUP INCUBATION**

DATE: August 13th-17th

ORGANIZER: Office of International Affairs, NCKU
Technology Transfer and Business Incubation Center (TTbic) , NCKU

VENUE: 3F, Conference Room, TTbic, Shang-Li Campus, NCKU

REPORT:

The agenda was sophisticatedly tailored for participants based on fundamental establishment of intellectual property management in academic system. In the proceeding organization, TTbic had invited esteemed speakers with specialties in business innovation, business operation, trademark system, patent portfolio, contract negotiation and patent litigation. On August 14th, keynote speakers Dr. Harold Raveche, the former President of Stevens Institute of Technology, USA, and Dr. Mandy Chia, the former Vice President of Sunstar Inc., Japan, and current Research Fellow at TTbic, shared their remarkable experiences in business innovation, operation and marketing strategies truly broadening participants' horizons. On August 15th, TTbic invited Mr. Abhishek Srivastava, TT Consultants, India, Dr. Kuei-Hao Chang and Dr. Ming-Ching Ho, the Post Doctoral Fellows at NCKU Research and Services Headquarters and Mr. Yama SS Chen, the Legal Manager at TTbic to introduce successful and profitable cases of technology transfer and licensing at NCKU which might help participants to form operation plans for intellectual property offices at universities where they came from. Dr. Shay-Ping Wang, the Founder of Renewable Energy D&L, USA, lectured strategies of value addition to pre-existing patent portfolio in the afternoon. We arranged a city and culture tour for the delegation on the fourth day to relieve stress of concentrated lectures. The delegation visited the Tainan Science Park and SME Incubation Center in the morning happily having hospitality by the authority, also visited several antique mansions, temples and forts in Tainan City in the afternoon. On the final day, TTbic invited Mr. Sky CY Chien, the Project Manager at TTbic, and a renowned attorney Dr. Pei-Ling Tong to introduce trademark system in Australia and Taiwan, respectively; a renowned attorney Dr. Wei-Lin Wang to lecture contract negotiation and patent litigation at issues of patent infringement.

We were honored to have the opportunity to hold the forum to bridge good connections between NCKU and foreign universities. Some of participants informed us that they intended to visit NCKU again in September or October to make the substantial alliance and bilateral collaboration in intellectual property management and technology transfer.

PARTICIPATOR LIST

NAME	TITLE	AFFILIATION
Nestor Sabado Valera	Chair, Department of Chemistry	Ateneo de Manila University
Elizabeth Reyes Pulumbarit	Office of the Vice President for Development	University of the Philippines
Reynaldo Libunao Garcia	Professor, National Institute of Molecular Biology and Biotechnology	University of the Philippines
Nilo Tagalog Bugtai	Chairman/ Asso. Prof., Manufacturing Engineering & Management	De La Salle University
Christopher Enriquez Cruz	Director, DLSU Intellectual Property Office	De La Salle University
Rodany Arcon Merida	Dean, College of Computer	University of the East
Sambit Mallick	Assistant Professor, Humanities and Social Sciences	Indian Institute of Technology Guwahati
Pimprapai Theeracheep	Deputy Director, Center for Intellectual Property Management	Mahidol University
Myrna Paez Quinto	Dean, Institute of Arts and Sciences	Far Eastern University
Immanuel Tobias San Diego	Program Head, Mathematics Department	Far Eastern University
Jirapon Luengpailin	Manager, Intellectual Property Management Office	Khon Kaen University
Phuc Do	Director, Department of External Relations	Technical University- Vietnam National University Ho Chi Minh City
Anh Thi Nguyen	Deputy Director, Science and Technology	Technical University- Vietnam National University Ho Chi Minh City
Nay Ming Huang	Senior Lecturer, Physic Department	University of Malaya
Kai Lin Woon	Senior Lecturer, Physic Department	University of Malaya
Puspa Kriselina Asmoro	Head of Sub Directorate IP Development and Management	Universitas Indonesia
Ing-Wei Huang	Chairperson, Department of Business Economics, School of Management and Economics	Assumption University

Uree Cheasakul	Associate Dean, School of Management	Assumption University
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AGENDA

AUGUST 14th	09:00 ~ 12:00	SESSION I : Innovation and Startup: Strategies and Case Study SPEAKER : Dr. Harold J. Raveche / 3h The Founding President of Innovation Strategies International, LLC.	3F, Conference Room, TTBIC
	12:00 ~ 13:00	LUNCH BREAK	
	13:00 ~ 14:30	SESSION II : Business Operation of New Startup SPEAKER : Dr. Mandy Chia / 1.5h Research Fellow at NCKU TTBIC	
	14:30 ~ 15:00 15:00 ~ 16:30	Coffee Break SPEAKER : Dr. Mandy Chia / 1.5h Research Fellow at NCKU TTBIC	
AUGUST 15th	09:00 ~ 12:00	SESSION III : IP Management for University SPEAKER : Mr. Abhishek Srivastava / 1.5h TT Consultants SPEAKER : Dr. Kuei-Hao Chang / 0.5h NCKU Research and Services Headquarters SPEAKER : Dr. Ming-Ching Ho / 0.5h NCKU Research and Services Headquarters SPEAKER : Mr. Yama SS Chen / 0.5h Legal Manager at NCKU TTBIC	3F, Conference Room, TTBIC
	12:00 ~ 13:00	LUNCH BREAK	
	13:00 ~ 14:30	SESSION IV : Value-added Patent Portfolio of Technology SPEAKER : Dr. Thomas Wang / 1.5h Renewable Energy D&L, USA	
	14:30 ~ 15:00 15:00 ~ 16:30	Coffee Break SPEAKER : Dr. Thomas Wang / 1.5h Renewable Energy D&L, USA	
AUGUST 16th	09:00 ~ 12:00	Visit to Tainan Science-based Industrial Park	AM 08:40, Lobby, Zenda Suites
	13:00 ~ 18:00	Tainan Culture Tour	

AUGUST 17th	09:00 ~ 12:00	SESSION V : Trademark and Business SPEAKER : Mr. Sky CY Chien / 1h Manager at NCKU TTBTC SPEAKER : Dr. Pei-Ling Tong / 2h Tsai, Lee & Chen Patent Attorneys & Attorneys at Law	3F, Conference Room, TTBIC
	12:00 ~ 13:00	LUNCH BREAK	
	13:00 ~ 14:30	SESSION VI : Business and Contract Negotiation of Intellectual Property Rights SPEAKER : Dr. & Attorney Wei-Lin Wang / 1.5h Assistant Professor, Graduate Institute of Financial and Economic Law, Feng-Chia University	
	14:30 ~ 15:00	Coffee Break	
	15:00 ~ 16:30	SPEAKER : Dr. & Attorney Wei-Lin Wang / 1.5h Assistant Professor, Graduate Institute of Financial and Economic Law, Feng-Chia University	
	18:00 ~ 20:00	CLOSING CEREONY / BANQUET	PM 05:45, Lobby, Zenda Suites

PHOTOS





