

Introduction

- Objective: to offer business managers and senior executives of industry tools for using, valuating and managing intellectual property for competitive advantage
- Pilot Project carried out in 2007-2008
- Two mandate from the MS at the Assemblies 2010
 - To be held in developing countries
 - Not to dilute the quality of the program
- Re-launched in 2011

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General Information

- Open enrollment
- Targets large company executives in management, research or legal positions
- Generally, 3-day program
- Fee based around US \$2,500
- Regional Programs Africa, Arab, Asia, Latin America,
 Countries with economies in transition
- Two programs in 2011: Singapore and Chile

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Meeting Requests from MS

- (1) To be held in developing countries
 - Venue is relatively simple
 - To target persons from DCs, LDCs and CIS
- (2) Not to dilute the quality of the program
 - Core faculty members from Harvard University
 - Build on experience, continue to include excellent faculty members from the pilot project & program
 - Candidates are selected based on their diverse background, experience, achievements, countries
 - Importance of excellence in every aspect
 - E.g. Singapore preparation

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Content of Course

- Making innovation happen
- Strategic management of innovation
- Essentials of product design and development
- Optimizing design for competitive advantage
- Managing IP
- Strategic use of evolving IP regime
- Strategic use of WIPO's global IP systems
- IP strategy in global corporations
- Case studies relevant for the region

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Benefits

- Learn how to create and foster innovation
- Generate a strategy for integrating research and development, design, manufacturing and marketing
- Gain an overview of product design and development
- Develop an understanding of the IP management
- Learn how companies are generating value from IP
- Examine how to extract maximum value from innovation, R&D, product design, marketing and IPRs
- Explore how to leverage IP
- Learn about the most recent developments in the international IP arena that impacts companies

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