



ASEAN Intellectual Property Rights

# PROMOTING INTELLECTUAL PROPERTY RIGHTS IN THE ASEAN REGION

## Seminar on IP Valuation and Intangible Assets

15-16 September 2022  
14:00-16:30 (GMT+7); 15:00-17:30 (GMT+8)  
(via Zoom platform)

### AGENDA

**Contact person**  
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**15 September 2022**  
14:00-16:30 (GMT+7); 15:00-17:30 (GMT+8)

*\*All times shown are in Bangkok time, GMT+7*

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|---------------|---|
| 14:00 – 14:05 | <b>Administrative Announcement</b><br>Moderator: ARISE+ IPR Representative  |
| 14:05 – 14:10 | <b>Welcoming Remarks</b><br>Carolina Pitarch, Deputy Project Leader, <i>ARISE+ IPR</i>  |
| 14:10 – 14:40 | <b>Intangible assets identification: the basics for SMEs</b><br>Vicente Zafrilla, Scientific Coordinator for Innovation and IP, OGPI, <i>Universidad de Alicante</i>                        |
| 14:40 – 15:10 | <b>SMEs in Open Innovation environments: making the best from their intangibles</b><br>Vicente Zafrilla, Scientific Coordinator for Innovation and IP, OGPI, <i>Universidad de Alicante</i> |
| 15:10 – 15:20 | <b>Break</b>  |
| 15:20 – 16:00 | <b>Creating an IP strategy for an SME</b><br>Bastian July, CEO, <i>GoodIP</i>   |
| 16:00 – 16:30 | <b>Question and Answer Session</b><br>Moderator: ARISE+ IPR Representative  |

**16 September 2022**

14:00-16:30 (GMT+7); 15:00-17:30 (GMT+8)

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- 14:00 – 14:05      **Administrative Announcement**  
Moderator: ARISE+ IPR Representative
- 14:05 – 14:55      **Conducting a Basic IP Valuation for SMEs: valuating your brand**  
Vicente Zafrilla, Scientific Coordinator for Innovation and IP, OGPI, *Universidad de Alicante*
- 14:55 – 15:10      **Break**
- 15:10 – 16:00      **Roundtable Discussion: IP Valuation Support for SMEs: milestones, opportunities and challenges**  
Moderator: Vicente Zafrilla, Scientific Coordinator for Innovation and IP, OGPI, *Universidad de Alicante*
- Panellist:  
Representatives from ASEAN IP Offices (TBC)
- 16:00 – 16:25      **Question and Answer Session**  
Moderator: ARISE+ IPR Representative
- 16:25 – 16:30      **Closing Remarks**  
Carolina Pitarch, Deputy Project Leader, *ARISE+ IPR*