

REGISTRATION FORM

Name : _____
Gender : M / F Title : Mr / Mrs / Prof / Dr / others (please state) _____
Organisation : _____
Address : _____
Telephone: (O) _____ (H/P) _____
Email: _____

REGISTRATION FEE

| | |
|------------------------------------|-------|
| Public (by 22 September 2010) | RM550 |
| Public (after 22 September 2010) | RM600 |
| IMU Staff / Alumni / MINDS members | RM420 |

MODE OF PAYMENT

Cash Cheque (for Malaysian Banks only) Credit Card

I hereby authorize the processing of my card for the sum of RM _____

Please complete the following sections. These details are required for security purposes.

Type of card : VISA MASTERCARD Issuing Bank : _____

Cardholder's name (as it appears on the card) _____

Card Number : _____ Card Expiry Date: _____

Card Security Code (3 digits found on reverse VISA/MASTERCARD): _____

Account Name : IMU Education Sdn Bhd Account No. 1

Account No: 5-14187-427448 Bank : Malayan Banking Bhd

Made payable to : IMU Education Sdn Bhd

Please send/fax registration form together with cheque slip

CANCELLATION POLICY

| | |
|-----------------------------|--------------------------------|
| 2 months before the seminar | Full refund (with good reason) |
| 1 month before the seminar | 50% refund |
| 2 weeks before the seminar | 30% refund |
| 1 week before the seminar | NO refund |

_____ Date

_____ Signature

Disclaimer:

The organizer reserves the right to make such alterations to the programmes as circumstances dictate and will not accept responsibility for any errors, omissions or changes made to the speakers' information. The views and opinions expressed by the speakers at this workshop are not necessary the views and opinions of the organizer.

FOR MORE INFORMATION, KINDLY CONTACT:

Ms Danielle Ho/Dr Premalatha Pakirisamy

International Medical University

126, Jalan Jalil Perkasa 19, Bukit Jalil, 57000 Kuala Lumpur, Malaysia

Tel : +60 3 2731 7358 / 7209 Fax : +60 3 8656 7299

Email : danielle_ho@imu.edu.my / premalatha_pakirisamy@imu.edu.my

www.imu.edu.my

IMU-MINDS WORKSHOP

From **BENCH** to **COMMERCIALISATION**

Workshop Synopsis

From Bench to Commercialisation is aimed at equipping researchers with the knowledge to formulate market-driven research, manage their intellectual property and commercialise it. It is a two-day workshop designed to drive innovation in research, create awareness in IP protection, promote integrity in research and commercialisation and mould business-savvy researchers. At the end of this workshop it is our hope that more researchers will successfully and aggressively transcend from bench to the marketplace.

Target Participants

Researchers from universities, research institutes and private companies; innovators, inventors; managers of research management units, technology and angel investors; bioentrepreneurs; grant and funding providers.

Workshop Delivery

The workshop will be delivered through a series of lectures, case-studies, discussions and a forum.

Venue: International Medical University (IMU)
Bukit Jalil, Kuala Lumpur

Date: 1st - 2nd November 2010

Co-organised by:



SCHEDULE OF PROGRAMME

Day 1 (1 November 2010)

| Time | Event |
|------------------|--|
| 9.00 – 10.00am | Registration and Breakfast |
| 10.00 – 10.15am | Opening Address by Tan Sri Dato Dr. Abu Bakar Suleiman, President, IMU |
| 10.15 – 11.15am | Overview by Prof. Ong Kok Hai, Director of External Affairs, IMU The overview will cover why there is a great need for this workshop now, a brief background of the commercialisation efforts in the past and the problems encountered on the path to research commercialisation by scientists & researchers. |
| 11.15am – 1.00pm | Technology Intelligence - Foresight or Technology Prospecting by Tan Sri Datuk Dr Omar Abd Rahman, Chairman, Bostonweb Academy Technology changes rapidly in the current global environment and destructive technologies can wipe out a business overnight therefore technology intelligence becomes an important part of business ecosystem |
| 1.00 – 2.00pm | Lunch |
| 2.00 – 3.00pm | IP Policy & Manual by Mr Ong Chui Koon, Head of Intellectual Property Section, SIRIM The session addresses the importance of IP Policy in a research-based organisation, including the good practices for ownership, protection and commercialisation of inventions. |
| 3.00 – 3.30pm | Tea Break |
| 3.30 – 5.00pm | Ethics and Best Practices by Prof. Mak Joon Wah, Dean of Postgraduate Studies, IMU How does academia balance between carrying out fundamental research and market driven, commercialisable research? Who are the stakeholders in academic research? Why ethics and integrity are vital in innovation? A timely dissection of pressing ethical issues facing academia in today's world. |

Day 2 (2 November 2010)

| Time | Event |
|-----------------|---|
| 9.00 – 10.30am | Business Plans and Business Models by Mr. Myocho Kan, President, 3A Business Plan and Business Model is a straight-forward session aimed to disseminate the key points in preparing a business plan that an investor would want to read. |
| 10.30 – 11.00am | Tea Break |
| 11.00 – 12.00pm | Funding Ideas Towards Commercialisation by Mr. Kenny Mah, Consultant, Cradle Fund Introducing the Cradle Investment Programme, a pre-seed grant aimed at funding and supporting the development of technology innovation towards commercialisation. |
| 12.00 – 1.00pm | Lunch |
| 1.00 – 2.00pm | Commercialisation Options & Strategies by Mr. Yap Mew Sang, Managing Director, Ecotherm The session highlights the key areas that will help in assessing the commercialisation feasibility of an invention, and looks at the various business routes and strategies for bringing the product to the market place. |
| 2.00 – 3.00pm | Video - A success story of IP Commercialisation by Mr. Pua Khein Seng |
| 3.00 – 4.30pm | Forum, Q & A, Recap chaired by Tan Sri Augustine Ong, President, MINDS |
| 4.30 – 5.30pm | Tea Break |

FEATURED SPEAKERS

TAN SRI DATUK DR OMAR ABDUL RAHMAN

Tan Sri Datuk Dr Omar Abdul Rahman, is the Founding President (1995 – 2001) and Senior Fellow of the Academy of Sciences Malaysia (ASM), Founding Fellow of the Islamic World Academy of Sciences (IAS), Fellow of the Academy of Sciences for Developing World (TWAS), Immediate Past President of the Federation of Asian Scientific Academies and Societies (FASAS) and Past President of the Science Council of Asia. He graduated in Veterinary Science from University of Sydney, Australia and Ph.D from Cambridge University, England. He started a career in veterinary research, then joined University Pertanian Malaysia as Founding Dean of Veterinary Medicine and Animal Sciences. He was Deputy Vice Chancellor (Academic) before being appointed as Science Adviser in the Prime Minister's Department, Malaysia. He retired from the position in 2001 after 16½ years. He was founder of a government-owned venture capital company, Kumpulan Modal Perdana, Chairman and CEO of Malaysia University of Science and Technology (MUST). Tan Sri Datuk Dr Omar is the founder and current Chairman of London-based Commonwealth Partnership for Technology Management Ltd. (CPTM). He is also the Chairman of Bostonweb Academy Sdn. Bhd and Coordinator of STI Policy Consultative Unit, UNESCO's ISTIC, Kuala Lumpur.



PROFESSOR ONG KOK HAI



Prof. Ong had his tertiary education in Canada and UK. On both occasions he was awarded international study scholarships. He lectured in the UKM Medical Faculty from 1977 and was seconded to USM to start the USM Medical School in 1979. At USM, he was involved in typhoid research which culminated in the invention of a rapid diagnostic test for typhoid fever. In 1995, with MTDC as a partner, he commercialised this test as "Typhidot" and started his biodiagnostic company, Malaysian Bio-Diagnostic Research Sdn. Bhd. (MBDr). The test is still used in many typhoid endemic countries. MBDr is the first company to be conferred the BioNexus status in 2006. In 1992, Prof. Ong helped to start IMU and joined the university full-time in 1993. He continued with his research and in 2006, he patented his invention for the treatment of acne and started Bio-Ti International Sdn. Bhd. The company produces its own skin care products under the "In-finit" brand. The products are sold in selected doctors' clinics and through a direct selling company. Currently, Prof. Ong is the Director of External Affairs, IMU.